

Who creates the most beautiful swimsuits and bikinis in the world?

JANARA Swimwear Award selects the best swimwear collections 2023/24

The JANARA Swimwear Award annually honors the world's best swimwear labels for their outstanding individual pieces or collections. Women's favorite garment and a booming market worth billions! More and more refined cuts, finest fabrics, extravagant appliqués and extraordinary color patterns that make every feeling sparkle - the worldwide offer grows from year to year! And really cheeky start-ups with new ideas are also sprouting from the ground. The international jury of the "BikiniARTmuseum Foundation" of the 1st International Museum of Bathing Culture has organized the JANARA Swimwear Award for the third time to draw attention to the many wonderful swimwear labels, to honor outstanding achievements in individual pieces or collections, or to make unusual eye-catchers, often still real insider tips, accessible to a wide audience. There were six different categories to choose from in the swimwear awards. This year, surprisingly, labels from Asia and Eastern Europe were also among the award winners. With the swimwear labels "Andi Bagus" from Indonesia and "Smart Swimsuits" from Lithuania, 2023/2024 also includes countries that were not previously known for their swimwear scene.

This year's winners are:

- Category "High Fashion & Elegance": **"La Reveche" (Italy)**
- Category "Colorful & Jolly": **"Miss Bikini Luxe" (Italy)**
- Category "Extravagant & Provocative": **"Agent Provocateur" (United Kingdom)**
- Category "Newcomer": **"Andi Bagus" (Indonesia)**
- Category "Retro": **"Medina Swimwear" (Spain)**
- Category "Sustainability & Innovation": **"Smart Swimsuits" (Lithuania)**

General information

The JANARA Swimwear Award is held annually. The jury is made up of leading international experts. Among them are Ghislaine Rayer (Paris), Patrice Gaulupeau (Bordeaux), Lilian Pacce (São Paulo), Helmut Schuster (Miami/Berlin) and Jürgen Kraft (Usedom). The sponsor is the BikiniARTmuseum Foundation, an institution of the BikiniARTmuseum in Bad Rappenau, Germany, whose mission is to create a first memory of global swimwear culture and, on the other hand, to gain more public attention and appreciation for swimwear. Further information about the labels, the call for entries and its evaluation is available upon request.

Official Trailer Janara Swimwear Award
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Maximilian Lang
BikiniARTmuseum Foundation
COO BikiniARTmuseum

Press Contact:
Maximilian Lang
press@janara-swimwearaward.com
+49 151/ 50300858

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Attachments



The winner of the Colorful & Jolly category is the Italian label "Miss Bikini Luxe". ©Miss Bikini Luxe
Sieger Kategorie Colorful Jolly Miss Bikini Luxe.jpg



The Lithuanian label "Smart Swimsuits" won in the Sustainability & Innovation category. ©Smart Swimsuits
Sieger Kategorie Sustainability Innovation Smart Swimsuits.jpg



Spanish label "Medina" is this year's winner of the Retro category.

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Sieger Kategorie Retro Medina Swimwear.jpg