

MIAMI BEACH, FL, September 25, 2013 **/24-7PressRelease/** -- Featuring the best swimwear, beachwear and related accessory designers, the best special events and the best track record in the industry, the 32nd annual Swimwear Association of Florida's (SAF) SwimShow is on deck and ready to make a splash when it returns July 19-22, 2014.

The annual trade show, recognized as the most important swimwear trade show in the world, has shown major growth in the designer division over the past decade presenting more and more elite swimwear brands and designers from across the globe. Designer label members of SAF have exponentially doubled and even tripled in more recent years with a 1:10 ratio of the 400,000 square feet of exhibition space taken by higher price point labels.

Some of this year's designer brand exhibitors include Agua Bendita, Amanda Wakeley, Ank, Anna Kosturova, Badgley Mischka, Beach Bunny, Betsey Johnson, Caitlin Kelly, Cecilia Prado Mare, Cia Maritima, Cynthia Rowley, DSQUARED2, Eberjey, Elizabeth Hurley, Frescobol Carioca, Gottex, Heidi Klein, Issa London, JADEtribe, Janine Robin, Karla Colletto, Jo De Mer, L*Space by Monica Wise, Lauren Moffatt, Lauren Ralph Lauren, Lenny Niemeyer, Maryan Mehlhorn, Matthew Williamson, Melissa Shoes, Melissa Odabash, Milly, Nanette Lepore, Panache, Parke & Ronen, OndadeMar, Rachel Pally, Retromarine, Seafolly, Shay Todd, Shoshanna, Strong Boalt, Suboo, Trina Turk, Vitamin A, ViX Paula Hermann and many, many more. The 2013 SwimShow even included special appearances by designers Betsey Johnson and Nanette Lepore at the trade show.

"We welcome the most important and impressive swimwear designers from across the globe with open arms and always enjoy seeing the hot new lines,

trends, colors and styles from these trendsetters," said Judy Stein, Executive Director of the Swimwear Association of Florida. "As we continue to expand into our fourth decade, we are proud that the SwimShow has remained such a hallmark industry event, with the latest in swimwear, beachwear and celebration."

More than 8,500 attendees from 60 countries attended the 2013 SwimShow, and that number is only expected to grow in 2014. The 2014 SwimShow will take place again at the Miami Beach Convention Center, in Miami Beach, FL.

"From the swimwear designers that everyone looks forward to seeing each year to brand-new designers showcasing their incredible talents, SwimShow is all about bringing together the best

and brightest in the industry," said Stein. "In 2014, we will continue to bring the finest show with the hottest designers and styles from across the globe to Miami Beach. We are already starting to feel the buzz, as requests for applications for the 2014 show are pouring in, at this early stage."

SwimShow is the premier resource for buyers from all swimwear categories, and caters to designer boutiques, resort shops, specialty stores, surf shops, department stores, mass merchants and more. This global trade show includes buyers, manufacturers, designers, corporate personnel, press, bloggers, fashion consultants, stylists and other fashion industry leaders. SwimShow features a variety of iconic women's, men's and children's swimwear companies.

Founded in 1982, the Swimwear Association of Florida produces and organizes SwimShow, the longest-running and largest annual swimwear trade show. Located at the Miami Beach Convention Center, the event features 2,500 lines, attracts thousands of attendees and is recognized as a global industry leader in trends, news and business transactions. For more information, please visit <http://www.swimshow.com>.