

## EDIT SWIMSHOW Curve 2025: Expanding Horizons for Curve Swimwear

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EDIT SWIMSHOW Curve is a segment of the larger EDIT SWIMSHOW trade event focusing specifically on **curve swimwear** (i.e. swimwear for plus-size bodies). Thus it brings together brands, buyers, designers, and manufacturers who specialize in fashion, function, and fit for a broader range of sizes.

### Key Trends & Highlights

While I couldn't get all the article's coverage, here's what usually stands out in such curve swimwear shows:

- **Inclusive sizing & fit innovation:** Brands tend to unveil swimwear with extended size ranges, better fitting across busts, underbusts, hips. Features like adjustable straps, supportive underwires, power mesh, or stretchy panels are emphasis.
- **Bold Prints & Fabrics:** Expect vibrant print trends—tropical motifs, color blocks, retro florals—and fabrics that offer comfort like matte lycra, recycled nylons, and sun-friendly UV fabrics.
- **Body positivity & marketing:** Runway shows and marketing efforts often include a more diverse range of body types and skin tones. The curve segment increasingly focuses not just on sizes but on representation.
- **Design Flourishes:** Ruching, drapes, cutouts in strategic areas, wrap styles, and one-shoulder or halter necklines are often used to flatter curves while retaining fashion appeal.
- **Sustainability & Ethical Production:** Moreover, curve swim brands are incorporating sustainable materials, eco-friendly textile blends, and transparent manufacturing processes.

### Industry Implications

- **Growing Market Demand:** The curve swimwear market has been underserved historically. Shows like EDIT Curve highlight that demand is rising among consumers seeking fashionable options beyond the standard small-medium-large range.
- **Retailers Adapting:** Buyers from department stores or online retailers likely attended, scouting new brands. Retailers may expand their curve swimwear sections, or integrate curve lines across their main swimwear collections.

- **Brand Differentiation Through Fit & Comfort:** For swim brands, offering excellent fit is a competitive edge. Curve consumers often prioritize comfort, support, and flattering structure—this may push innovation in design and materials.
- **Global Perspectives:** Because these trade shows draw international brands, they may also reflect regional styling preferences (for example, modest swimwear, high waist bottoms, tankinis) and offer global cross-learning.

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