Mercedes-Benz Fashion Week Miami [SWIM] 2011

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MERCEDES-BENZ FASHION WEEK SWIM MAKES A SPLASH AS IT ANNOUNCES RECORD NUMBER OF DESIGNERS
TO SHOWCASE COLLECTIONS
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- Mercedes-Benz Fashion Week Miami [SWIM WEAR] 2011

The Raleigh to host Sixth Season of Swimwear Shows from July 15-19, 2010

This July, IMG Fashion is pleased to announce its line-up with a record number of designers to showcase their collections for 2011. The Raleigh once again became the epicenter of the fashion industry from July 15-19, 2010 as supermodels, celebrities, press and buyers came together to celebrate fashion and beauty with the sexiest swimwear designs in the world.

"Mercedes-Benz Fashion Week Swim is the leading platform globally for designers and swimwear brands to showcase their collections to the world, and we are excited to celebrate our talented roster of designers," said Christina Neault, Executive Producer of the event. "We believe that the response from the design community represents the strength of swimwear as a growth market around the world and the important role this event plays in the industry."

The week kicks off with a runway show by Trina Turk and opening party on the 15th, followed by four consecutive days of shows featuring collections from White Sands Australia, Beach Bunny Swimwear, Dolores Cortes, Swell Suits Miami featuring Naila and Park & Ronen, Ed Hardy Swimwear, Crystal Jin, Swimwear Anywhere, Mara Hoffman Swim, Poko Pano, True Religion Swimwear, Aqua di Lara, Red Carter, Cia.Marítima, Luli Fama, Caffé Swimwear, Nicolita, Marysia Swim, Lisa Maree, Aquarella Swimwear, Lisa Blue, Kooey Swimwear Australia and Tyler Rose.

Mercedes-Benz Fashion Week Swim is presented annually at Miami Beach's historic hotel, The Raleigh. Over the course of five days, 12,000 journalists, buyers and VIPs will be in South Florida to experience the most elite swimwear event in the country. This "by invitation only" event features the top swim designers from the US and abroad showcasing Collections in two runway venues, the Cabaña Grande and the Oasis, as well as The Raleigh's Historic Pool and Penthouse which will provide spaces for designer cocktails and presentations. All venues can accessed via the event lobby on Collins Avenue at 18th Street.

Mercedes-Benz, the event's title sponsor, is joined by American Express®, DHL, MAKE UP FOR EVER, TRESemmé, Clarisonic Sonic Skin Care, The Raleigh, Ruffino, Ocean Drive Magazine, California Apparel News Waterwear and Getty Images.

Mercedes-Benz Fashion Week Swim is an IMG owned and produced event.