



# Freya

APRIL - AUGUST 2021  
SWIMWEAR UP TO A J CUP

TRADE WORKBOOK

The background of the slide features a large, abstract brushstroke in a teal color, sweeping from the top left towards the bottom right. This stroke is set against a solid yellow background. The overall effect is dynamic and artistic.

# Making a splash

Whether we're on the beach or in the surf, there's one thing we know for sure... we love the way we feel in Freya.



AS201204/AS201275





AS201903/AS201970



# Style Notes

Whether you can manage to get to the Lido di Venezia or just the lido down the road, Freya Swim for AW21 is guaranteed to lift your mood, and your swimwear wardrobe too.

When it comes to trends, it's no surprise that the love for animal print is driving us for yet another season. We've revelled in the challenge of bringing something new to the table for this one, so we've experimented with colour, and we love both Zanzibar's vibrant Jade Green colourway, and Serengeti Haze's playful pastel palette.

There's no escaping the fact either, that tropical prints are just as important too when it comes to influencing our designs. All-new Maui Daze and Hibiscus Beach both take influence from lush botanical blooms and palm trees alike, but are both very different in their appearance – we just love to keep it interesting!

We have a whole mix of prints and designs though – so if you're less about the bold and bright, we've got some understated chic on offer too.

New-in Ocean Calling is all about the two tone stripes, whilst think 'retro vibes' with Check In, which features a black and white gingham design, and comes complete with frills and all.

Newness aside, expect to see a few Freya favourites too. Sundance and Bali Bay are back for AW21, both sporting new blue colour stories, whilst our continuity section might be there to play host to our 'basic' collections, but they are far from it.

Here's to a successful season for all!



ANNA NEALE

HEAD OF FREYA DESIGN



AS201410/AS201470





# Fashion<sup>20</sup>

A Brief Explanation-22

Merchandising-24

Bali Bay-28 Check In-40 Hibiscus Beach-30  
Maui Daze-34 Ocean Calling-32 Serengeti Haze-38  
Sunscape-43 Sundance-25 Zanzibar-36

# Continuity<sup>44</sup>

Beach Hut-46 Jewel Cove-48 Remix-50  
Urban-52 Freestyle-53

Our POS-54 Sizes Without Surprises-55

FREYA COLLECTION

# Bali Bay

AS6780/AS6784



A woman with curly hair is standing on a beach, wearing a blue bikini. The background is a clear blue sky and ocean. The word "Sundance" is written in white on a teal brushstroke background on the right side of the image.

# Sundance

AS3971 / AS3975

FREYA COLLECTION

# Hibiscus Beach

AS201204 / AS201275



AW21

# Sunscape



AS201590

FREYA COLLECTION

# Ocean Calling

AS201410/AS201470



# Zanzibar

AW21

AS201114 / AS201176





AS201304 / AS201384

# Maui Daze



A woman with curly hair and sunglasses stands in clear turquoise water, wearing a two-piece bikini with a vibrant, abstract pattern in shades of pink, blue, and black. The text 'Serengeti Haze' is overlaid in a large, white, serif font across the center of the image.

# Serengeti Haze

AS201811/ AS201875



AS201913 / AS201984

# Check In



A woman with voluminous curly hair is standing on a beach, looking towards the camera. She is wearing a black and white checkered bikini. The background shows the ocean and a clear blue sky. The text "Check In" is overlaid in the center.

# Check In

AS201903/AS201970

FREYA COLLECTION

AS201956/AS201970

Check In





# Check In

AS201910/AS201978

FREYA COLLECTION

# SHAPES AND ST



# YLES FOR MILES

Freya

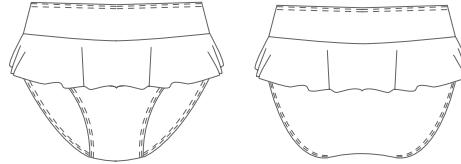
# A Brief Explanation

Create your perfect swim look for the new season with our handy guide to all of your favourite Freya coordinates. Starting with the fullest coverage down to the lowest, style your Freya Swim look your way.

Two of our favourite styles are the High Waist Brief, which sits high on the waist with a high scoop leg, and the Brazilian Brief, with a high leg and very cheeky bottom coverage.

## FULLEST COVERAGE

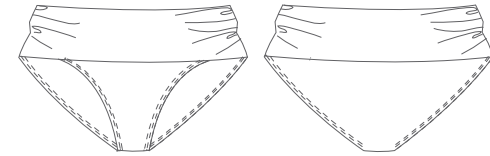
### Latino



- Flirty frill detail
- Sits just below the waist
- Medium-high leg
- Medium bottom coverage

**Available in:** Remix

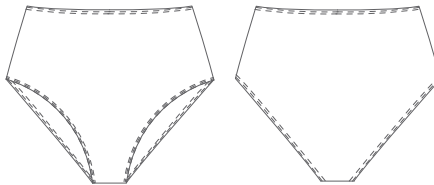
### Classic Fold



- Fold waistband - can be worn unfolded for extra midriff coverage
- Medium-high leg
- Medium bottom coverage

**Available in:** Remix

### High Waist



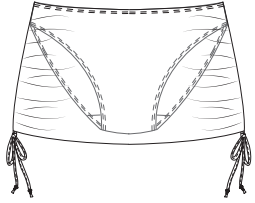
- Sits high on the waist
- High scoop leg line
- Medium bottom coverage

**Available in:** Bali Bay, Beach Hut, Check In, Jewel Cove, Remix, Urban



MEDIUM COVERAGE

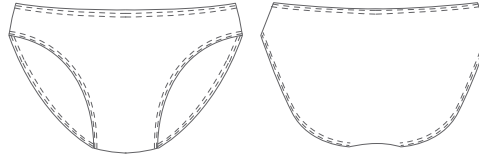
## Skirted Brief



- Sits on the hips
- Fixed skirt overlay on inner hipster brief
- Adjustable bottom coverage

**Available in:** Sundance

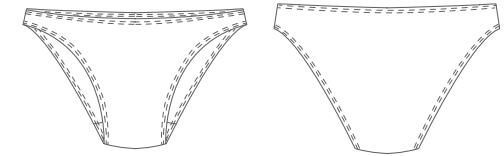
## Bikini Brief



- Sits on the hips
- Flattering cut on the leg
- Medium bottom coverage

**Available in:** all collections except Remix

## Rio

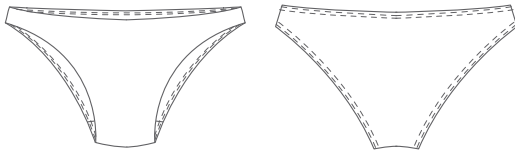


- Sits on the hips
- Flattering cut on the leg
- Medium bottom coverage
- Additional tie side version offers flexibility of fit and reduced coverage when sunbathing

**Available in:** Bali Bay, Beach Hut, Hibiscus Beach, Ocean Calling, Serengeti Haze, Sundance, Zanzibar

LOW COVERAGE

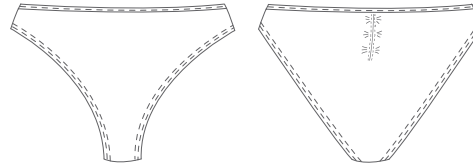
## Italini



- Fashionable cut
- Sits low on the hips
- Cheeky cutaway bottom coverage
- Additional version features frill detail along the waistband

**Available in:** Check In, Jewel Cove, Maui Daze, Remix

## Brazilian



- Improved fit
- Sits low on the hips
- Cheeky cutaway bottom coverage
- Flattering gather at centre back

**Available in:** Jewel Cove, Remix, Serengeti Haze, Urban

# Merchandising

When it comes to colours and prints, make the most of what Freya Swim has to offer this season. We always plan the release dates of our seasonal collections with you, the retailer, in mind so you can show Freya Swim off to its full potential.

## Apr



Bali Bay - Biosphere



Sundance - Denim

## May



Sunscape - White



Hibiscus Beach - Sunset



Ocean Calling - Midnight

## Jun



Maui Daze - Multi



Zanzibar - Jade

## Jul



Serengeti Haze - Multi

## Aug



Check In - Monochrome



# Sundance

Oh Sundance, how we love you! Our signature crochet-look collection returns for another season, and this time it comes to you in Denim blue. An oldie, but a goodie - we know the styles from this collection that you want to see. From the UW Sweetheart Bikini Top, to the Sundance dress, all your favourites are back, plus they're available in continuity colours as always too.



**Denim (DEN)**

New Continuity / Available: 4/25/21



**Black (BLK)**

Continuity



**White (WHE)**

Continuity



## UW SWEETHEART BIKINI TOP • AS3970

- Lightly padded foam cups for support and a smooth rounded shape
- Sweetheart neckline offers uplift and enhanced cleavage
- Crochet overlay
- Fixed fully adjustable shoulder straps
- Embossed metal bead detail at centre front

|        |            |             |
|--------|------------|-------------|
| UK     | 30-38 D-G  | 30-36 GG-HH |
| EU     | 65-85 D-I  | 65-80 J-L   |
| FR     | 80-100 D-I | 80-95 J-L   |
| AUS/NZ | 8-16 D-G   | 8-14 GG-HH  |
| US     | 30-38 D-I  | 30-36 J-L   |
| JP     | 65-85 E-J  | 65-80 K-M   |

PRICE

\$68



## UW HALTER BIKINI TOP • AS3971

- Sexy low plunging neckline
- Powernet lined cups for shaping and support
- Underwire with no cradle for less coverage
- Skinny halter neck ties
- Embossed metal bead detail on halter neck tie ends

|        |             |         |          |
|--------|-------------|---------|----------|
| UK     | 30-38 C-E   | 30-36 F | 30-34 FF |
| EU     | 65-85 C-F   | 65-80 G | 65-75 H  |
| FR     | 80-100 C-F  | 80-95 G | 80-90 H  |
| AUS/NZ | 8-16 C-E    | 8-14 F  | 8-12 FF  |
| US     | 30-38 C-DDD | 30-36 G | 30-34 H  |
| JP     | 65-85 D-G   | 65-80 H | 65-75 I  |

PRICE

\$60

**UW TANKINI TOP • AS3972**

- Lightly padded foam cups for support and a smooth rounded shape
- Sexy low plunging neckline
- Concealed powernet wing with hook and eye for support and adjustment
- Sheer body
- Convertible, fully adjustable straps allow this style to be worn over the shoulders or cross back
- Embossed metal bead detail at centre front

|        |            |          |
|--------|------------|----------|
| UK     | 30-38 D-G  | 30-36 GG |
| EU     | 65-85 D-I  | 65-80 J  |
| FR     | 80-100 D-I | 80-95 J  |
| AUS/NZ | 8-16 D-G   | 8-14 GG  |
| US     | 30-38 D-I  | 30-36 J  |
| JP     | 65-85 E-J  | 65-80 K  |

PRICE \$84

**TIE SIDE BIKINI BRIEF • AS3975**

- Sits low on the hips
- Narrow, adjustable sides
- Medium bottom coverage
- Embossed metal bead detail on tie ends

XS, S, M, L, XL

PRICE \$42

**BIKINI BRIEF • AS3976**

- Sits on the hips
- Flattering cut on the leg
- Front and back lined
- Good bottom coverage
- Sheer side detailing

XS, S, M, L, XL

PRICE \$38

**DRESS • AS3978**

- Relaxed fit
- Sexy deep V-Neck
- Waist skinny ties with embossed metal bead detail on tie ends

S, M, L

PRICE \$80



**UW PADDED HIGH NECK CROP TOP • AS3973**

- Contemporary high neck styling with a crochet overlay
- Lightly padded foam cups for rounded shape and support
- Concealed underwire
- Embossed metal bead detail on halter neck tie ends

|        |            |         |
|--------|------------|---------|
| UK     | 28-38 D-F  | 30-36 G |
| EU     | 60-85 D-G  | 65-80 I |
| FR     | 75-100 D-G | 80-95 I |
| AUS/NZ | 6-16 D-F   | 8-14 G  |
| US     | 28-38 D-G  | 30-36 I |
| JP     | 60-85 E-H  | 65-80 J |

PRICE \$76

**UW HIGH NECK CUTOUT SUIT • AS3974**

- Contemporary high neck styling with a crochet overlay
- Inner construction of lightly padded foam cups for rounded shape and support
- Concealed underwire
- Sheer midriff panel
- Exposed scoop back
- Embossed metal bead detail on halter neck tie ends

|        |            |
|--------|------------|
| UK     | 30-36 D-FF |
| EU     | 65-80 D-H  |
| FR     | 80-95 D-H  |
| AUS/NZ | 8-14 D-FF  |
| US     | 30-36 D-H  |
| JP     | 65-80 E-I  |

PRICE \$125

**SKIRTED BRIEF • AS3977**

- Fixed skirt overlay on inner bikini brief
- Gather side detail for adjustability
- Embossed metal bead detail on tie ends

XS, S, M, L, XL, XXL

PRICE \$60

# Bali Bay

It's back and we think better than ever. Bali Bay for AW21 features everyone's favourite hand-painted stripe pattern in a range of oceanic blues. With three bikini tops and co-ordinating briefs to choose from, mix and match your favourite shapes for a look you'll love. Did you know the Plunge Bikini Top goes all the way up to a HH cup too? It's underwired, has adjustable straps and features lined cups for shape and support.



**Biosphere (BSE)**

**Fashion / Available:** 4/25/21



## UW PLUNGE BIKINI TOP • AS6780

- Sexy low plunging neckline for less coverage
- Underwired lined cups for shape and support
- Fixed fully adjustable shoulder straps

|        |            |            |
|--------|------------|------------|
| UK     | 28-38 D-GG | 30-36 H-HH |
| EU     | 60-85 D-J  | 65-80 K-L  |
| FR     | 75-100 D-J | 80-95 K-L  |
| AUS/NZ | 6-16 D-GG  | 8-14 H-HH  |
| USA    | 28-38 D-J  | 30-36 K-L  |
| JP     | 60-85 E-K  | 65-80 L-M  |

PRICE \$60

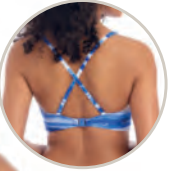


## UW BRALETTE BIKINI TOP • AS6782

- Concealed underwire
- Lined cups for shape and support
- Flattering gathers at centre front and side seam add shape, volume and capacity
- Concealed stitching at the neck edge for clean, stitch free outerwear bralette look
- Fixed front convertible spaghetti straps allow this style to be worn over the shoulders or cross back

|        |            |
|--------|------------|
| UK     | 30-38 D-G  |
| EU     | 65-85 D-I  |
| FR     | 80-100 D-I |
| AUS/NZ | 8-16 D-G   |
| USA    | 30-38 D-I  |
| JP     | 65-85 E-J  |

PRICE \$58





LYCRA®  
XTRA LIFE™**NON WIRED TRIANGLE BIKINI TOP • AS6783**

- Lightly padded two section cup for a rounded shape and support
- Centre front rouleau detail for less coverage and a lighter look
- Fixed halter neck ties

|        |            |             |
|--------|------------|-------------|
| UK     | 30-38 C-DD | 30-36 E-FF  |
| EU     | 65-85 C-E  | 65-80 F-H   |
| FR     | 80-100 C-E | 80-95 F-H   |
| AUS/NZ | 8-16 C-DD  | 8-14 E-FF   |
| USA    | 30-38 C-DD | 30-36 DDD-H |
| JP     | 65-85 D-F  | 65-80 G-I   |

PRICE \$58

LYCRA®  
XTRA LIFE™**BIKINI BRIEF • AS6784**

- Sits on the hips
- Flattering cut on the leg
- Good bottom coverage

XS, S, M, L, XL, XXL

PRICE \$40

LYCRA®  
XTRA LIFE™**TIE SIDE BIKINI BRIEF • AS6785**

- Sits low on the hips
- Criss-cross deep tie detail at sides
- Medium bottom coverage

XS, S, M, L, XL

PRICE \$44

LYCRA®  
XTRA LIFE™**HIGH WAIST BIKINI BRIEF • AS6787**

- Sits high on the waist with a scoop leg line
- Medium bottom coverage

XS, S, M, L, XL, XXL

PRICE \$44

NEW

# Hibiscus Beach

No cloudy days can dampen the bold colour story of all-new Hibiscus Beach. The sunset-toned red ground is every inch as vibrant as it looks, and features a sketchy design of tropical flowers in bloom. Look out for the super cute shell-shaped gold charms on select styles too, including the UW Halter Bikini Top and Tie Side Bikini Brief - we think they make the perfect combo!



**Sunset (SUT)**

Fashion / Available: 5/25/21

LYCRA®  
XTRA LIFE™



## UW PLUNGE BIKINI TOP • AS201202

- Sexy low plunging neckline for less coverage
- Underwired lined cups for shape and support
- Fixed fully adjustable shoulder straps
- Shell charm detail at centre front

|        |            |            |
|--------|------------|------------|
| UK     | 28-38 D-GG | 30-36 H-HH |
| EU     | 60-85 D-J  | 65-80 K-L  |
| FR     | 75-100 D-J | 80-95 K-L  |
| AUS/NZ | 6-16 D-GG  | 8-14 H-HH  |
| US     | 28-38 D-J  | 30-36 K-L  |
| JP     | 60-85 E-K  | 65-80 L-M  |

PRICE

\$60

LYCRA®  
XTRA LIFE™



## UW HALTER BIKINI TOP • AS201204

- Sexy low plunging neckline for less coverage
- Powernet lined cups for shaping and support
- Underwire with no cradle for less coverage
- Skinny halter neck ties
- Shell charm detail on halter neck tie ends

|        |             |         |          |
|--------|-------------|---------|----------|
| UK     | 30-38 D-E   | 30-36 F | 30-34 FF |
| EU     | 65-85 D-F   | 65-80 G | 65-75 H  |
| FR     | 80-100 D-F  | 80-95 G | 80-90 H  |
| AUS/NZ | 8-16 D-E    | 8-14 F  | 8-12 FF  |
| USA    | 30-38 D-DDD | 30-36 G | 30-34 H  |
| JP     | 65-85 E-G   | 65-80 H | 65-75 I  |

PRICE

\$58



FREYA COLLECTION



**UW PLUNGE TANKINI TOP • AS201256**

- Plunge neckline
- Underwired lined cups for shape and support
- Straight back detail for outerwear look
- Fixed fully adjustable shoulder straps
- Shell charm detail at centre front

|        |            |             |
|--------|------------|-------------|
| UK     | 30-38 D-G  | 30-36 GG-HH |
| EU     | 65-85 D-I  | 65-80 J-L   |
| FR     | 80-100 D-I | 80-95 J-L   |
| AUS/NZ | 8-16 D-G   | 8-14 GG-HH  |
| USA    | 30-38 D-I  | 30-36 J-L   |
| JP     | 65-85 E-J  | 65-80 K-M   |

PRICE \$84



**BIKINI BRIEF • AS201270**

- Sits on the hips
- Flattering cut on the leg
- Good bottom coverage

XS, S, M, L, XL, XXL

PRICE \$40



**TIE SIDE BIKINI BRIEF • AS201275**

- Sits low on the hips
- Narrow, adjustable sides
- Medium bottom coverage
- Shell charm detail on tie ends

XS, S, M, L, XL

PRICE \$44

NEW

# Ocean Calling

Ocean Calling is the kind of understated poolside chic that is never going to go out of fashion. The collection's narrow black and white stripe sits on a textured fabric with soft, raw cut edges for a lettuce hem look. The UW Bandeau Bikini Top has two different styles of straps for four looks in one - strapless, halter neck, over the shoulder, or crossback. Trust us when we say this piece is so versatile - which look will you be sporting for AW21?



Midnight (MIH)

Fashion / Available: 5/25/21



## UW SWEETHEART BIKINI TOP • AS201403

- Lightly padded foam cups for support and a smooth rounded shape
- Sweetheart neckline offers uplift and an enhanced cleavage
- Lettuce edge detail along top cup
- Textured fabric
- Fixed fully adjustable shoulder straps

|        |            |             |
|--------|------------|-------------|
| UK     | 30-38 D-G  | 30-36 GG-HH |
| EU     | 65-85 D-I  | 65-80 J-L   |
| FR     | 80-100 D-I | 80-95 J-L   |
| AUS/NZ | 8-16 D-G   | 8-14 GG-HH  |
| USA    | 30-38 D-I  | 30-36 J-L   |
| JP     | 65-85 E-J  | 65-80 K-M   |

PRICE

\$64



## UW BANDEAU BIKINI TOP • AS201410

- Lightly padded foam cups for support and a smooth rounded shape
- Flattering gathers at bust
- Lettuce edge detail along neck edge
- Textured fabric
- Detachable, adjustable straps allow this style to be worn over the shoulders or cross back
- Additional removable centre front tie to give alternative styling option

|        |           |
|--------|-----------|
| UK     | 30-36 D-G |
| EU     | 65-80 D-I |
| FR     | 80-95 D-I |
| AUS/NZ | 8-14 D-G  |
| USA    | 30-36 D-I |
| JP     | 65-80 E-J |

PRICE

\$64



FREYA COLLECTION



**UW HALTER BIKINI TOP • AS201404**

- Sexy low plunging neckline for less coverage
- Powernet lined cups for shaping and support
- Underwire with no cradle for less coverage
- Lettuce edge detail along neck edge
- Textured fabric
- Skinny halter neck ties

|        |             |         |          |
|--------|-------------|---------|----------|
| UK     | 30-38 D-E   | 30-36 F | 30-34 FF |
| EU     | 65-85 D-F   | 65-80 G | 65-75 H  |
| FR     | 80-100 D-F  | 80-95 G | 80-90 H  |
| AUS/NZ | 8-16 D-E    | 8-14 F  | 8-12 FF  |
| USA    | 30-38 D-DDD | 30-36 G | 30-34 H  |
| JP     | 65-85 E-G   | 65-80 H | 65-75 I  |

PRICE \$58



**BIKINI BRIEF • AS201470**

- Sits on the hips
- Flattering cut on the leg
- Lettuce edge at front and back waist
- Textured fabric
- Good bottom coverage

XS, S, M, L, XL, XXL

PRICE \$40



**TIE SIDE BIKINI BRIEF • AS201475**

- Sits low on the hips
- Narrow, adjustable sides
- Lettuce edge at front and back waist
- Textured fabric
- Medium bottom coverage

XS, S, M, L, XL

PRICE \$44

NEW

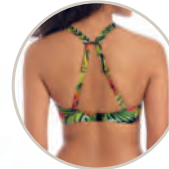
# Maui Daze

Lose yourself in the lush tropical print of Maui Daze. Whether you're lucky enough lying on a far-flung beach, or just in your back garden, this collection is guaranteed to have you reaching for a cocktail or two. Bright leafy fronds teamed with warm orange flowers, add a bold contrast to Maui Daze's black ground for a hyper real print design, that's hard not to love!



**Multi (MUI)**

Fashion / Available: 6/25/21



J Hook



## UW HIGH APEX BIKINI TOP • AS201313

- Sexy low plunging neckline with elongated apex
- Powernet lined cups for shaping and support
- J Hook feature for easy conversion to a racerback style

|        |            |            |
|--------|------------|------------|
| UK     | 28-38 D-G  | 30-36 GG-J |
| EU     | 60-85 D-I  | 65-80 J-M  |
| FR     | 75-100 D-I | 80-95 J-M  |
| AUS/NZ | 6-16 D-G   | 8-14 GG-J  |
| USA    | 28-38 D-I  | 30-36 J-M  |
| JP     | 60-85 E-J  | 65-80 K-N  |

PRICE

\$64



## UW HALTER BIKINI TOP • AS201304

- Sexy low plunging neckline with elongated apex
- Powernet lined cups for shaping and support
- Fixed halter neck ties
- Gold square detail at apex

|        |            |            |
|--------|------------|------------|
| UK     | 28-38 D-G  | 28-36 GG-H |
| EU     | 60-85 D-I  | 60-80 J-K  |
| FR     | 75-100 D-I | 75-95 J-K  |
| AUS/NZ | 6-16 D-G   | 6-14 GG-H  |
| USA    | 28-38 D-I  | 28-36 J-K  |
| JP     | 60-85 E-J  | 60-80 K-L  |

PRICE

\$64



FREYA COLLECTION



**NON WIRED TRIANGLE BIKINI TOP • AS201311**

- Lightly padded two section cup for a rounded shape and support
- Gold square at centre front for less coverage and a lighter look
- Adjustable halter neck ties

|        |           |
|--------|-----------|
| UK     | 30-36 D-G |
| EU     | 65-80 D-I |
| FR     | 80-95 D-I |
| AUS/NZ | 8-14 D-G  |
| USA    | 30-36 D-I |
| JP     | 65-80 E-J |

PRICE \$58



**BIKINI BRIEF • AS201370**

- Sits on the hips
- Flattering cut on the leg
- Good bottom coverage

|                      |      |
|----------------------|------|
| XS, S, M, L, XL, XXL |      |
| PRICE                | \$40 |



**ITALINI BIKINI BRIEF • AS201384**

- Fashionable cut
- Sits low on hips
- Gold square detail at side waist
- Cheeky cut away bottom coverage

|                 |      |
|-----------------|------|
| XS, S, M, L, XL |      |
| PRICE           | \$38 |

NEW

# Zanzibar

**Bold, bright and beach ready. Animal print is one trend that's going nowhere fast, so be sure to get your hands on all-new Zanzibar, which features a black mark-making print on a zingy Jade green ground. This season our UW Bralette Bikini Top features the addition of an adjustable centre front too, allowing you to choose the coverage level you want to rock, putting you in control of your look.**



Jade (JAE)

Fashion / Available: 6/25/21

LYCRA®  
XTRA LIFE™

## UW BRALETTE BIKINI TOP • AS201114

- Concealed underwire
- Lined cups for shape and support
- Gather at centre front for customised coverage
- Flattering gathers at side seam add shape, volume and capacity
- Concealed stitching at the neck edge for clean, stitch free outerwear bralette look
- Fixed front convertible spaghetti straps allow this style to be worn over the shoulders or cross back

|        |            |
|--------|------------|
| UK     | 30-38 D-G  |
| EU     | 65-85 D-I  |
| FR     | 80-100 D-I |
| AUS/NZ | 8-16 D-G   |
| USA    | 30-38 D-I  |
| JP     | 65-85 E-J  |

PRICE

\$58

LYCRA®  
XTRA LIFE™

## UW PLUNGE BIKINI TOP • AS201102

- Sexy low plunging neckline for less coverage
- Underwired lined cups for shape and support
- Fixed fully adjustable shoulder straps

|        |            |            |
|--------|------------|------------|
| UK     | 28-38 D-GG | 30-36 H-HH |
| EU     | 60-85 D-J  | 65-80 K-L  |
| FR     | 75-100 D-J | 80-95 K-L  |
| AUS/NZ | 6-16 D-GG  | 8-14 H-HH  |
| USA    | 28-38 D-J  | 30-36 K-L  |
| JP     | 60-85 E-K  | 65-80 L-M  |

PRICE

\$60

FREYA COLLECTION



**BIKINI BRIEF • AS201170**

- Sits on the hips
- Flattering cut on the leg
- Good bottom coverage

XS, S, M, L, XL, XXL

PRICE \$40



**RIO BIKINI BRIEF • AS201176**

- Sits low on the hips
- Strappy detail at side waist
- Medium bottom coverage

XS, S, M, L, XL

PRICE \$44



NEW

# Serengeti Haze

Serengeti Haze features a mix of animal prints in a pastel colour story, for a new take on everyone's favourite print trend - think Safari gone chic! Sky blue, lilac, peach and soft pinks come together to create a design that truly pops against the contrast black ground. Choose from a range of must-have shapes and on-trend styles including the Non Wired Triangle Bikini Top and cheeky Brazilian Bikini Brief.



Multi (MUI)

Fashion / Available: 7/25/21

LYCRA®  
XTRA LIFE™

## UW PLUNGE BIKINI TOP • AS201802

- Sexy low plunging neckline for less coverage
- Underwired lined cups for shape and support
- Fixed fully adjustable shoulder straps

|        |            |            |
|--------|------------|------------|
| UK     | 28-38 D-GG | 30-36 H-HH |
| EU     | 60-85 D-J  | 65-80 K-L  |
| FR     | 75-100 D-J | 80-95 K-L  |
| AUS/NZ | 6-16 D-GG  | 8-14 H-HH  |
| USA    | 28-38 D-J  | 30-36 K-L  |
| JP     | 60-85 E-K  | 65-80 L-M  |

PRICE

\$60

LYCRA®  
XTRA LIFE™

## UW BANDEAU BIKINI TOP • AS201810

- Lightly padded foam cups for support and a smooth rounded shape
- Flattering gathers at bust
- Detachable, adjustable straps allow this style to be worn over the shoulders or cross back
- Additional removable centre front tie to give alternative styling option

|        |           |
|--------|-----------|
| UK     | 30-36 D-G |
| EU     | 65-80 D-I |
| FR     | 80-95 D-I |
| AUS/NZ | 8-14 D-G  |
| USA    | 30-36 D-I |
| JP     | 65-80 E-J |

PRICE

\$58



LYCRA®  
XTRA LIFE™



#### NON WIRED TRIANGLE BIKINI TOP • AS201811

- Lightly padded two section cup for a rounded shape and support
- Centre front rouleau detail for less coverage and a lighter look
- Adjustable halter neck ties

|        |            |             |
|--------|------------|-------------|
| UK     | 30-38 C-DD | 30-36 E-FF  |
| EU     | 65-85 C-E  | 65-80 F-H   |
| FR     | 80-100 C-E | 80-95 F-H   |
| AUS/NZ | 8-16 C-DD  | 8-14 E-FF   |
| USA    | 30-38 C-DD | 30-36 DDD-H |
| JP     | 65-85 D-F  | 65-80 G-I   |

PRICE \$64

LYCRA®  
XTRA LIFE™



#### BIKINI BRIEF • AS201870

- Sits on the hips
- Flattering cut on the leg
- Good bottom coverage

XS, S, M, L, XL, XXL

PRICE \$40

LYCRA®  
XTRA LIFE™



#### BRAZILIAN BIKINI BRIEF • AS201879

- Sits low on the hips
- Cheeky cutaway bottom coverage
- Flattering gather at centre back

XS, S, M, L, XL

PRICE \$35

LYCRA®  
XTRA LIFE™



#### TIE SIDE BIKINI BRIEF • AS201875

- Sits low on the hips
- Criss-cross deep tie detail at sides
- Medium bottom coverage

XS, S, M, L, XL

PRICE \$44

NEW

# Check In

Check in.. to the flight, the hotel, the beach club. 'Check In' are two words we know you already love, and now you can associate them with your swimwear too. Gingham has never looked so good, and the monochromatic colourway is giving us real retro vibes, especially with the frill details too! Team your new Check In pieces with your favourite plains from Remix for a mix and match look, or why not try styling the UW High Apex Bikini Top with a pair of high-waist denim shorts.



**Monochrome (MOM)**

Fashion / Available:

8/25/21



J Hook



## UW HIGH APEX BIKINI TOP • AS201913

- Sexy low plunging neckline with elongated apex
- Powernet lined cups for shaping and support
- Free cut frill along bottom of cradle, tapering to the clasp
- J Hook feature for easy conversion to a racerback style

|        |            |            |
|--------|------------|------------|
| UK     | 28-38 D-G  | 30-36 GG-J |
| EU     | 60-85 D-I  | 65-80 J-M  |
| FR     | 75-100 D-I | 80-95 J-M  |
| AUS/NZ | 6-16 D-G   | 8-14 GG-J  |
| USA    | 28-38 D-I  | 30-36 J-M  |
| JP     | 60-85 E-J  | 65-80 K-N  |

PRICE

\$64



## UW SWEETHEART BIKINI TOP • AS201903

- Lightly padded foam cups for support and a smooth rounded shape
- Sweetheart neckline offers uplift and enhanced cleavage
- Tri-colour tassel detail at centre front
- Fixed fully adjustable shoulder straps

|        |            |          |            |
|--------|------------|----------|------------|
| UK     | 30-42 D-G  | 30-40 GG | 30-38 H-HH |
| EU     | 65-95 D-I  | 65-90 J  | 65-85 K-L  |
| FR     | 80-110 D-I | 80-105 J | 80-100 K-L |
| AUS/NZ | 8-20 D-G   | 8-18 GG  | 8-16 H-HH  |
| USA    | 30-42 D-I  | 30-40 J  | 30-38 K-L  |
| JP     | 65-95 E-J  | 65-90 K  | 65-85 L-M  |

PRICE

\$64



LYCRA®  
XTRA LIFE™**UW BANDEAU BIKINI TOP • AS201910**

- Lightly padded foam cups for support and a smooth rounded shape
- Flattering gathers at bust and low centre front for less coverage
- Waterfall frill at neck edge
- Detachable, adjustable straps allow this style to be worn over the shoulders or cross back
- Additional removable centre front tie to give alternative styling option

|        |           |
|--------|-----------|
| UK     | 30-36 D-G |
| EU     | 65-80 D-I |
| FR     | 80-95 D-I |
| AUS/NZ | 8-14 D-G  |
| USA    | 30-36 D-I |
| JP     | 65-80 E-J |

PRICE \$64

LYCRA®  
XTRA LIFE™**UW PLUNGE TANKINI TOP • AS201956**

- Plunge neckline
- Underwired lined cups for shape and support
- Straight back detail for outerwear look
- Tri-colour tassel detail at centre front
- Fixed fully adjustable shoulder straps

|        |            |             |
|--------|------------|-------------|
| UK     | 30-38 D-G  | 30-36 GG-HH |
| EU     | 65-85 D-I  | 65-80 J-L   |
| FR     | 80-100 D-I | 80-95 J-L   |
| AUS/NZ | 8-16 D-G   | 8-14 GG-HH  |
| USA    | 30-38 D-I  | 30-36 J-L   |
| JP     | 65-85 E-J  | 65-80 K-M   |

PRICE \$84

LYCRA®  
XTRA LIFE™**BIKINI BRIEF • AS201970**

- Sits on the hips
- Flattering cut on the leg
- Good bottom coverage

XS, S, M, L, XL, XXL

PRICE \$36

FREYA COLLECTION



**ITALINI BIKINI BRIEF • AS201984**

- Sits low on the hips
- Cheeky cut away bottom coverage
- Flirty frill detail

XS, S, M, L, XL

PRICE \$40



**HIGH WAIST BIKINI BRIEF • AS201978**

- Sits high on the waist with a scoop leg line
- Medium bottom coverage

XS, S, M, L, XL, XXL

PRICE \$40

NEW

# Sunscape

Lightweight, on-trend and goes with anything – Sunscape is everything a cover-up should be, right? Featuring crochet-look detailing, this Tunic is relaxed in its fit, but with drawstring waist and sleeve ties, you can equally customise the shape of this one piece just for you, for that on-point holiday look every time.



**White (WHE)**

Fashion / Available:

5/25/21



Back detail



## TUNIC • AS201590

- Relaxed fit in lightweight material
- Sexy deep V-neck at front and back
- Skinny belt tie at waist
- Adjustable ties at shoulder
- Tie detail at back
- Crochet style detail at hem and neckline

S, M, L, XL

PRICE

\$80



FREYA CONTINUITY

# THE PERFECT FIT

# FOR SUNNY DAYS

Freya

# Beach Hut



**Black (BLK)**  
Continuity



**Blue Moon (BMN)**  
Continuity



**UW HIGH APEX BIKINI TOP**  
• AS6790

|    |           |            |
|----|-----------|------------|
| UK | 28-38 D-G | 30-36 GG-J |
| EU | 60-85 D-I | 65-80 J-M  |



**UW BANDEAU BIKINI TOP**  
• AS6791

|    |            |         |
|----|------------|---------|
| UK | 30-38 D-FF | 30-36 G |
| EU | 65-85 D-H  | 65-80 I |



**UW HALTER BIKINI TOP**  
• AS6792

|    |            |         |          |
|----|------------|---------|----------|
| UK | 30-38 D-FF | 30-36 G | 30-34 GG |
| EU | 65-85 D-H  | 65-80 I | 65-75 J  |



**BIKINI BRIEF**  
• AS6793

XS, S, M, L, XL, XXL



**TIE SIDE BIKINI BRIEF**  
• AS6794

XS, S, M, L, XL



**HIGH WAIST BIKINI BRIEF**  
• AS6795

XS, S, M, L, XL, XXL



FREYA CONTINUITY

# Beach Hut



**Black (BLK)**  
Continuity



**Blue Moon (BMN)**  
Continuity



**UW NON PADDED PLUNGE TANKINI**  
• AS6796

|    |           |            |          |
|----|-----------|------------|----------|
| UK | 30-38 D-G | 30-36 GG-H | 30-34 HH |
| EU | 65-85 D-I | 65-80 J-K  | 65-75 L  |



**MAXI DRESS**  
• AS6799

S, M, L, XL

# Jewel Cove



**Black (BLK)**  
Continuity



**UW HIGH APEX BIKINI TOP WITH J HOOK**  
• AS7230

|    |           |            |
|----|-----------|------------|
| UK | 28-38 D-G | 30-36 GG-J |
| EU | 60-85 D-I | 65-80 J-M  |



**UW SWEETHEART PADDED BIKINI TOP**  
• AS7231

|    |           |          |            |
|----|-----------|----------|------------|
| UK | 30-42 D-G | 30-40 GG | 30-38 H-HH |
| EU | 65-95 D-I | 65-90 J  | 65-85 K-L  |



**UW BANDED HALTER BIKINI TOP**  
• AS7232

|    |         |           |            |
|----|---------|-----------|------------|
| UK | 32-38 C | 28-38 D-G | 28-36 GG-H |
| EU | 70-85 C | 60-85 D-I | 60-80 J-K  |



**CONCEALED UW BRALETTE**  
• AS7239

|    |           |
|----|-----------|
| UK | 30-38 D-G |
| EU | 65-85 D-I |



**UW PADDED BANDEAU**  
• AS7233

|    |           |
|----|-----------|
| UK | 30-36 C-G |
| EU | 65-80 C-I |



**BIKINI BRIEF**  
• AS7234

|                      |
|----------------------|
| XS, S, M, L, XL, XXL |
|----------------------|



**ITALINI BRIEF WITH FRILL**  
• AS7235

|                 |
|-----------------|
| XS, S, M, L, XL |
|-----------------|



**HIGH WAIST BIKINI BRIEF**  
• AS7236

|                      |
|----------------------|
| XS, S, M, L, XL, XXL |
|----------------------|



**BRAZILIAN BRIEF**  
• AS7237

|                 |
|-----------------|
| XS, S, M, L, XL |
|-----------------|

FREYA CONTINUITY

# Jewel Cove



**Black (BLK)**  
Continuity



**UW NON PADDED PLUNGE TANKINI**  
• **AS7238**

|    |           |            |          |
|----|-----------|------------|----------|
| UK | 30-38 D-G | 30-36 GG-H | 30-34 HH |
| EU | 65-85 D-I | 65-80 J-K  | 65-75 L  |



**DRESS**  
• **AS7229**

S, M, L, XL



# Remix



**Black (BLK)**  
Continuity



**UW SWEETHEART PADDED  
BIKINI TOP • AS3980**

|    |           |             |
|----|-----------|-------------|
| UK | 30-38 D-G | 30-36 GG-HH |
| EU | 65-85 D-I | 65-80 J-L   |



**UW PADDED HALTER  
BIKINI TOP • AS3943**

|    |           |          |
|----|-----------|----------|
| UK | 30-38 C-G | 30-36 GG |
| EU | 65-85 C-I | 65-80 J  |



**UW BANDED HALTER  
BIKINI TOP - CONVERTIBLE • AS3955**

|    |           |            |
|----|-----------|------------|
| UK | 28-38 D-G | 30-36 GG-J |
| EU | 60-85 D-I | 65-80 J-M  |



**UW PADDED BANDEAU  
BIKINI TOP • AS3944**

|    |           |
|----|-----------|
| UK | 30-36 B-G |
| EU | 65-80 B-I |



**HIGH WAIST BIKINI BRIEF  
• AS5890**

|                      |
|----------------------|
| XS, S, M, L, XL, XXL |
|----------------------|



**ITALINI BRIEF  
• AS3952**

|                 |
|-----------------|
| XS, S, M, L, XL |
|-----------------|



**BRAZILIAN BRIEF  
• AS5891**

|                 |
|-----------------|
| XS, S, M, L, XL |
|-----------------|



**LATINO BRIEF  
• AS3951**

|                 |
|-----------------|
| XS, S, M, L, XL |
|-----------------|



**CLASSIC FOLD BRIEF  
• AS3956**

|                 |
|-----------------|
| XS, S, M, L, XL |
|-----------------|

FREYA CONTINUITY

# Remix



**Black (BLK)**  
Continuity



**UW PADDED CONVERTIBLE PLUNGE SUIT**  
• AS3981

|    |           |          |         |
|----|-----------|----------|---------|
| UK | 30-38 D-G | 30-36 GG | 30-34 H |
| EU | 65-85 D-I | 65-80 J  | 65-75 K |



**UW TANKINI**  
• AS3946

|    |           |          |
|----|-----------|----------|
| UK | 30-38 D-G | 30-36 GG |
| EU | 65-85 D-I | 65-80 J  |



**UW HIGH NECK SUIT**  
• AS3948

|    |            |
|----|------------|
| UK | 30-38 C-FF |
| EU | 65-85 C-H  |

# Urban



**Night (NIT)**  
Continuity



**UW BANDED HALTER BIKINI TOP**  
• AS6960

|    |           |          |
|----|-----------|----------|
| UK | 28-38 D-G | 28-36 GG |
| EU | 60-85 D-I | 60-80 J  |



**UW HIGH APEX BIKINI TOP**  
• AS6962

|    |           |            |
|----|-----------|------------|
| UK | 28-38 D-G | 30-36 GG-J |
| EU | 60-85 D-I | 65-80 J-M  |



**BRAZILIAN**  
• AS6966

XS, S, M, L, XL



**UW BRALETTE BIKINI TOP**  
• AS6961

|    |           |            |
|----|-----------|------------|
| UK | 28-38 D-F | 30-36 FF-G |
| EU | 60-85 D-G | 65-80 H-I  |



**BIKINI BRIEF**  
• AS6965

XS, S, M, L, XL, XXL



**HIGH WAIST BIKINI BRIEF**  
• AS6967

XS, S, M, L, XL, XXL



**UW TANKINI**  
• AS6963

|    |           |          |
|----|-----------|----------|
| UK | 30-38 D-G | 30-36 GG |
| EU | 65-85 D-I | 65-80 J  |



# Urban



**Night (NIT)**  
Continuity



**SOFT PLUNGE SUIT**  
• AS6964

8, 10, 12, 14, 16

|    | D  | DD | E  | F  | FF | G  |
|----|----|----|----|----|----|----|
| 30 | 8  | 8  | 10 | 10 | 12 | 12 |
| 32 | 8  | 10 | 10 | 12 | 12 | 14 |
| 34 | 10 | 12 | 12 | 12 | 14 | 14 |
| 36 | 12 | 12 | 12 | 14 | 16 | 16 |
| 38 | 12 | 14 | 14 | 16 | 16 | 16 |

Based on UK sizing

FREYA ACTIVE SWIM

# Freestyle



**Astral Navy (ASY)**  
Continuity



**UW MOULDED SUIT**  
• AW3969

UK 30-40 D-H  
EU 65-90 D-K

# Our POS

If you are part of our Corporate Support programme, keep a hold of last season's frames! New posters for every collection will automatically be sent to you at the start of the season.

New to Corporate Support? You'll receive a frame and this season's posters for you to display, giving you the option of which collections to show and when.



If you are not yet part of our Corporate Support programme, there is alternative POS available for the season. In order to qualify you must order 10 of the key styles as pictured on each showcard. POS will be sent out automatically to qualifying customers and will arrive in time for the featured collection's drop date.

Please note this POS will not go out to any customer who is part of the Corporate Support programme and receiving a frame/posters.



**POSSC322** (Showcard)

Check In - Monochrome

Key Styles: AS201913 MOM and/or AS201903 MOM

Minimum Order: 10 Items

Dimensions: 420mm x 297mm (WxH)

Please note: POS is subject to change

# Sizes Without Surprises

The right fit is everything when choosing swimwear. So to make sure you always have the key facts, this workbook features detailed sizing information, along with Japanese sizes and these handy international conversion tables.

## Band Sizes

|        |    |    |    |    |    |     |     |     |     |
|--------|----|----|----|----|----|-----|-----|-----|-----|
| UK     | 28 | 30 | 32 | 34 | 36 | 38  | 40  | 42  | 44  |
| EUROPE | 60 | 65 | 70 | 75 | 80 | 85  | 90  | 95  | 100 |
| FRANCE | 75 | 80 | 85 | 90 | 95 | 100 | 105 | 110 | 115 |
| AUS/NZ | 6  | 8  | 10 | 12 | 14 | 16  | 18  | 20  | 22  |
| USA    | 28 | 30 | 32 | 34 | 36 | 38  | 40  | 42  | 44  |
| JAPAN  | 60 | 65 | 70 | 75 | 80 | 85  | 90  | 95  | 100 |

## Cup Sizes

|        |   |   |   |    |     |   |    |   |    |   |    |   |    |   |
|--------|---|---|---|----|-----|---|----|---|----|---|----|---|----|---|
| UK     | B | C | D | DD | E   | F | FF | G | GG | H | HH | J | JJ | K |
| EUROPE | B | C | D | E  | F   | G | H  | I | J  | K | L  | M | N  | O |
| FRANCE | B | C | D | E  | F   | G | H  | I | J  | K | L  | M | N  | O |
| AUS/NZ | B | C | D | DD | E   | F | FF | G | GG | H | HH | J | JJ | K |
| USA    | B | C | D | DD | DDD | G | H  | I | J  | K | L  | M | N  | O |
| JAPAN  | C | D | E | F  | G   | H | I  | J | K  | L | M  | N | O  | P |

## A Brief Explanation

Once you've found your gorgeous swimwear in just the right size, all you need are great-fitting briefs to complete your look. However, different sizes are described in different ways, depending on where you are in the world. Just check your size chart to make sure you're choosing briefs that give you the perfect fit every time.

|        |    |    |    |    |    |     |
|--------|----|----|----|----|----|-----|
| UK     | XS | S  | M  | L  | XL | XXL |
| EUROPE | XS | S  | M  | L  | XL | XXL |
| FRANCE | XS | S  | M  | L  | XL | XXL |
| AUS/NZ | 8  | 10 | 12 | 14 | 16 | 18  |
| USA    | XS | S  | M  | L  | XL | XXL |
| JAPAN  | S  | M  | L  | LL | 3L | 4L  |

\*Brief sizes throughout this workbook are based on UK sizing.



#### **UK, IRELAND AND REST OF THE WORLD**

Wacoal EMEA Ltd. The Corsetry Factory, Rothwell Road,  
Desborough, Northants NN14 2PG, UK  
Tel: +44 (0) 1536 760282 Fax: +44 (0) 1536 762149  
Email: [orders@wacoal-europe.com](mailto:orders@wacoal-europe.com)

#### **WACOAL EUROPE SAS (PARIS)**

81 rue Saint-Lazare, 75009 Paris, France  
Tel: +33 (0) 1 42 81 04 93

#### **WACOAL EUROPE SAS (LYON)**

4, Allée du Moulin Berger 69130 Ecully, Lyon, France  
Tel: +33 (0) 4 37 59 80 37 Fax: +33 (0) 4 78 35 34 83

#### **EVEDEN INC.**

136 Madison Avenue, Floor 9, New York, NY 10016, USA  
US Showroom Tel: (212) 696-4763 Fax: (800) 708-8933  
USA Customer Service Toll Free: (800) 467-1269 Fax: (866) 533-1385  
Email: [usaorders@eveden.com](mailto:usaorders@eveden.com)

#### **EVEDEN CANADA**

Accounts Office: 136 Madison Avenue, Floor 9, New York, NY 10016, USA  
US Showroom Tel: (212) 696-4763 Fax: (800) 708-8933  
Canada Customer Service Toll Free: (800) 467-1269 Fax: (866) 533-1385  
Email: [ca.orders@eveden.com](mailto:ca.orders@eveden.com)

#### **CARIBBEAN AND LATIN AMERICA**

Ko-Ach Distributor, Inc. 134 S. Dixie Highway Suite 210, Hallandale Beach, FL 33009  
Tel: 1 305 409 9166 Fax: 1 309 401 7860  
Email: [jackie@ko-ach.com](mailto:jackie@ko-ach.com) / [lazaro@ko-ach.com](mailto:lazaro@ko-ach.com)  
Web: [www.ko-ach.com](http://www.ko-ach.com)

#### **WACOAL AUSTRALIA PTY LTD.**

Suite 3/169 Pascoe Vale Road, Moonee Ponds Victoria 3039  
Tel: +61 3 9326 0318  
Email: [australia.enquiries@wacoal-europe.com](mailto:australia.enquiries@wacoal-europe.com) /  
[australian.orders@wacoal-europe.com](mailto:australian.orders@wacoal-europe.com)

#### **NEW ZEALAND**

Rich Pickings: Kathleen Ritchie  
Tel/Fax: 0064 9 411 9174  
Email: [mail@richpickings.co.nz](mailto:mail@richpickings.co.nz)



[wacoal-europe.com](http://wacoal-europe.com)



**FREYASWIMWEAR.COM**