



LAUREN BENTLEY SWIMWEAR

BRAND OVERVIEW





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Brand Overview

INTRODUCTION

Lauren Bentley Swimwear is an emerging luxury swimwear brand offering men and women a new level of sophistication. Our meticulously crafted swimwear boasts timeless silhouettes and unparalleled craftsmanship, transcending fleeting trends to endure beyond the seasons.

Lauren Bentley Swimwear creates for individuals who are guided by passion. They are achievers, dreamers, and adventurers. Traveling often, whether it be for business or pleasure, they always seek out exceptional experiences. Our audience values fashion, sustainability, and above all else, quality. They are individuals who prioritize their appearance and value their time; For this reason, they often invest items that are both effortless and elegant.

PRODUCT

Taking inspiration from the timeless swimwear spotted along the Mediterranean coastline throughout history, our pieces intertwine a vision of classic romance and the modern experience. By focusing on classic yet elevated silhouettes, Lauren Bentley Swimwear intends to showcase the craftsmanship of our garments without distractions. It's this design ethos that can be seen in our leading collection of elevated basics. Lauren Bentley Swimwear pieces exude elegance while remaining effortless.

Our trims and fabrics have been meticulously sourced by our team, as quality is something we take great pride in. We believe each notion should be sourced individually with great care. Varying geographical regions, similarly to varying suppliers, have respective capabilities, knowhow, and quality. We take these factors and more into consideration when sourcing to ensure all notions meet our standards, and ultimately our customer's standards. In most cases, our notions are sourced in Europe.

Our goods are produced in Portugal, a country renowned for having one of the strongest textile industries in Europe. The country has rich history in the industry, which shows through their exquisite craftsmanship. Like our ethos on product, we take great care to partner with organizations that share our commitment to quality and ethics.

RESPONSIBILITY

As a brand entering the retail landscape current day, we view sustainability and social responsibility as necessities rather than decisions. For this reason, we have rooted these values into all that we do. While we remain far from where we strive to one day be in these efforts, we intend to improve to our highest capability as we scale.

We have purposefully partnered with manufacturers that are dedicated to ecological and social responsibilities. Some of the certifications our manufacturers hold include The Global Standard for Organic Textiles (GOTS), Global Recycled Standards (GRS), and Recycled Claim Standard (RCS).