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## COPACABANA BEACHWEAR NEW COLLECTION AT MIAMI SWIM WEEK 2021

Miami's own Swim Week 2021 is still the talk of the town as Copacabana proudly hosted its first swimwear fashion show. The live runway show took place at the very trendy Hilton Cabana Resort in Miami Beach at the end of July. Opening weekend was a smash as Copacabana Beachwear officially sponsored the Miss Bikini USA runway show, featuring the newest eco-friendly collection. [Miami Swim Week 2021](#) highlighted brightly colored pieces, matching this summer's trending shades of yellow, white, and bold neon colors. The launch of the newest pieces did not disappoint.

### Beachwear That Celebrates Diversity

The diversity among the models was something that made Copacabana Beachwear stand out at Miami Swim Week 2021. The variety of different shapes and sizes of models proved there was a bikini for every body type in the show. Each bikini design was meant to fit like a glove, celebrating different body types and promoting confidence. You could definitely see the

confidence shining through the smiling faces, as they strutted down the runway during the show.

### Curvy and Confident

Our swimwear-to-outfit brand also highlighted styles that were very different from each other, aiming to reach a wide audience of confident women everywhere. Bikinis that secured bustier and full figured girls like The Crown Bikini Top added coverage, while two pineapples decorated the frontside of it. They were paired with the cheeky Crown Bikini Bottoms, giving a brightly colored contrast to the mostly white top.

The La Mar Bikini Set was another major highlight at Miami Swim Week, featuring chunky light blue and white stripes. Colors that reminisce the ocean were all over the runways, and the beach washed colors of The La Mar Bikini Set was on trend. The cute high rise bikini bottom offers medium coverage for those who want to show off a little skin while accentuating their curves. The high waistband sits on the belly button, making it comfortable to take a walk on the beach without having to 'adjust' yourself.

### Eco-Friendly and Versatile Bikinis

Miami Swim Week gave us the opportunity to feature our latest collection of beachwear that focuses on helping the planet. With some of our pieces being made with organic cotton, the collection of bikinis assures durability and pieces that last. In fact, all of Copacabana's Beachwear is sturdy enough to swim laps in all summer long without wear and tear.

What's even better? Knowing that you just helped save the planet by reducing the material it takes to create an entire swim piece (its more than you think). Plus, who doesn't love packing light on vacation – there's more room to take back all your new dresses you just shopped for.

Something that became an instant fan favorite were the versatile pieces some of our models rocked on the runway. "The Harmony" Reversible Bikini Set for example sold out the same weekend it was featured on the runway (currently back in stock!). A white two-piece with a cute floral pattern features a navy blue and white bikini with stripes. The thin spaghetti straps for the top and side ties at the bottom match the stylish stripes. The Harmony Reversible Bikini Set is

the perfect swim 'fit for playing in the sand, then reversing it for a beachy night out. You just can't go wrong with this set.

After the show, a lot of fans hit Miami Beach in our The Peacock Reversible Bikini set. The geometric pattern of the elegant peacock feather was hitting trends in all the right places. We spied the Peacock Bikini on girls going to brunch, window shopping, and even on the sandy beach. This Peacock bikini is great for getting your tan on while the sun is out. When night falls, switch it up for an evening look that celebrates the beautiful blue hue in a whole other way.

#### Amazon's Hit Show Rising Fashion & Copacabana

During the show, Copacabana got a chance to sit down with the producers of *Rising Fashion*, the hit show on Amazon Prime. In case you haven't heard, *Rising Fashion* is the hottest reality show in search of the next face in modeling as well as up and coming designers. Their mission is to set the contestants up for new heights of success by giving them the chance to participate in some of the most important fashion shows in the entire industry.

When speaking to CEO Roxanna Faithful, the producers have heard about the brand and wanted to talk everything fashion, style, and what it takes to build a beachwear empire. Backstage, the show focused on the latest designs from our collection, the inspiration behind each piece, and how we try to make every woman feel confident when wearing our swimsuits. The show will be scheduled to air soon, keep checking back here for all updates on an exact date and time! Catch *Rising Fashion* streaming now on Amazon, Roku, Apple TV, My TV To Go, EZ Way TV, and Direct TV. Check your local listings for exact time of the show.

Overall, Copacabana's first ever runway show at Miami Swim Week 2021 was a huge success! We got to meet so many new people, see a few familiar faces, and had an overall amazing time. There are so many wonderful things in the works, and we can't wait to share with all of you beach babes. Stay tuned to see what's in store, we have a lot more coming your way. Keep checking back for Copacabanabw.com news, events, promotions, and trend alerts.

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Copacabana Eco-friendly and Reversible Swimwear