

Summer Swimsuit Trends 2016: By Occasion

Written by Madelyn Steckbeck



Its time to open that swimsuit drawer—summer is officially here! Whether you are headed to a fabulous pool party or a family vacation, there is a perfect suit for every occasion this season. Alison Goodman, marketing director at Scottsdale Quarter, gives us a sneak peek of the hottest summer trends.



Family Vacay

Finding the perfect suit to bring along on a family vacation is always tough. It may seem impossible to find a suit that has coverage and is also stylish. But no need to fear; this summer there are plenty of cute family-appropriate suits. Goodman has the perfect solutions for any family vacay swimsuit dilemmas. She suggests a higher neck top or a high-waisted bottom. “I love a high-waisted bottom! It’s a great throwback to the retro 50’s and a perfect way to get a little more coverage for your backside and tummy. I love this black bottom from Forever 21; the side ties make it sexy while still giving you plenty of coverage.”

Summer Swimsuit Trends 2016: By Occasion

Written by Madelyn Steckbeck



Pool-Party Ready

Dress to impress this pool party season with an eye-catching swimsuit. When shopping for a pool party swimsuit, don't shy away from bright colors, ruffle details or bold patterns. These are all great ways to make sure your swimsuit stands out. Goodman gives two great examples of a perfect party suit. "I love this peach-colored bikini top from Forever 21. Don't be afraid to mix and match your tops and bottoms, too, like this suit from Beach Bunny."

Written by Madelyn Steckbeck



Make the Outfit

Complete your summer look by pairing a trendy swimsuit with a fabulous bottom. Pairing an outfit with a swimsuit is the easiest way to bring out your inner beach babe. Goodman shares some tips to create the ultimate summer ensemble. Her favorite suits for pairing with an outfit are one-pieces that can easily become a makeshift body suit and bikinis that can easily be converted to crop tops. "A simple black or white tank suit with thin straps, like this one from Planet Blue, will pair perfectly with a pair of frayed denim shorts or high-waist loose palazzo pants. Planet Blue also has a bikini that can easily convert to a crop top with high-waist shorts."

Written by Madelyn Steckbeck



Let's Get Physical

Whether you are playing volleyball on the beach or swimming laps in the pool, you will want to find a swimsuit that is supportive and comfortable. Goodman recommends lululemon for all your sporty swimsuit needs, whether you are a two-piece or one-piece gal. "If a bikini is your thing, make sure you look for a top with substantial support – no strings here. And if you're a one-piece gal, a tank suit, like this one from lululemon, is perfect."



Strictly Business

Looking for a flawless natural tan this summer? It is possible to find a suit that turns heads and also turns previous tan lines to an even bronze tone. Goodman's favorite shape for tanning is a bandeau top, like this one from H & M. "And the best part? No tan lines on your shoulders!"