

## Q14 - Design

### Historical Development of Swimwear.

- a) Swimwear was first developed in the late 1800's ~~and~~ to ~~the~~ early 1900's and consisted of a body suit for men and a two piece suit for women made out of wool. ~~But~~ ~~had~~ ~~shorts~~ on The "Aussie" Cossie" was developed and was of racer back style with narrow straps to allow more freedom for men in Olympic swimming. ~~The~~ Jantzen was introduced and had rubber like fabric which retained water more.
- The 1930's involved great style change as swimwear became more streamlined for both women and men. Men's swimsuits became hip high and women's skirts became shorter. The 1940's supported the war and camouflage colours were used due to the dampen on fabrics.
- Christian Dior introduced the "New Look".
- Speedo's mens swimwear remained the same.
- The bikini was introduced.

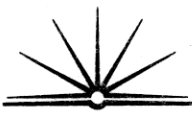


In the 1950's, Dawn Fraser helped create new fabrics and womens swimwear allowed more freedom to swim in for sport. Lycra was also introduced. In general swimwear involved constructive features with padded, and pointed shapes, corset styles in various colours.

The 1970's however brought a new era of revealing the natural figure and doing away with all construction. In 1976 the skirt was removed for Speedo swimwear in womens swimwear to allow for speed in Olympic swimming. Mens swimwear consisted of underwear shapes.

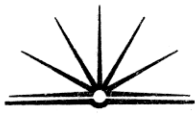
The 1980's brought an era of plastic surgery, women feeling more confident and revealing their bodies more. The bikini became increasingly popular and V-fronts were introduced.

The 1990's <sup>to present</sup> brought a variety of designs and the Mafist returned. Women started



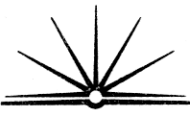
to see the results of plastic surgery and ~~in~~ construction was introduced. Speedo returned to full body suits made out of shark skin with other enhancements built in. This allowed a streamlined effect and speed. There ~~was~~ <sup>has been</sup> a variety of bikinis, tanks, high cut, thongs and crossovers.

b) ~~These~~ The historical design development of swimwear has had a great impact on the swimwear designs today and on apparel in general. In womens swimwear fabric used in the past ~~and present~~ for swimwear has influenced <sup>the</sup> current ~~for~~ fabric used. The development of Lycra has brought a great variety of designs for bikini's and body swimwear allowing flexibility and conformity. This has also allowed a wide range of colours



in swimwear. Lycra has also been used in other sports such as gymnastics, cycling and weightlifting. It has been used in contemporary clothing such as skirts, tops, pants in a wide variety of designs. These can be seen in many retail developments such as Coles Bros, Target and selected stores.

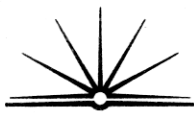
Designs in the historical development of swimwear are now used in contemporary swimwear and clothing including the Maillot, the bikini and costumes with skirts from when swimwear was very new. These designs are also seen in ~~dress~~ apparel clothing of today such as the shape of bikini tops appearing in dresses and apparel tops. Christian Dior's ~~look~~ "New Look" involved in emphasising the curvaceous figure which is



shown in many articles of apparel today and swimwear ~~has~~<sup>is</sup> now more curvaceous and figure hugging. The 1980's V-fronts have continued into the present and now are seen not only in swimwear but in pants & shirts. The 1950's had hawaiian prints on swimwear introduced which has now carried onto all types of apparel including swimwear, shirts and men's shirts.

Mens swimwear developing has brought in different designs and fabrics. Lycra is used in men's underwear style swimmers whereas ~~the~~ board shorts have returned to the earlier style of mens swimwear.

Speedo's ~~has~~ innovations in swimwear has had various influences on



Contemporary swimwear and clothing. The bodysuit to improve enhancement in swimwear has led to enhancements in other sports clothing including cycling, sprinting, weightlifting (which weightlifters previously needed t-shirts under their suits), and running. This has greatly improved men's and women's ~~clothing~~ sports clothing.

The tank suit introduced by Speedo has now developed into various designs for leisure swimming including cut outs, high cuts and the Monokini crossover. These designs are now seen in many stores.

Lycra used in Speedo swimwear has also been ~~seen~~ used in contemporary clothing such as skirts, tops, leotards.

Therefore it can be seen that



The development of swimwear  
has influenced contemporary swimwear  
and apparel in various ways with  
new designs continuously being  
adapted from old ones.