

AUSSIE MUM'S NEW SUSTAINABLE SWIMWEAR LABEL

A Perth mum is taking on swimwear giants with a label that is eco-friendly and designed for women of all shapes and sizes.

Stay-at-home mum of two, Megan Davis, was ready to launch Ellenny Swim when the bushfires hit in January. Now that its Spring she's coming out of Covid-19 hibernation with her label already growing a strong fan base online.

Megan says the swimwear is made from material from recycled nylon, such as discarded fishing nets and tulle, which gives women a sustainable and durable alternative to fast fashion.

"Most women dread shopping for swimwear, and I was one of them. I wanted to create swimmers that lasted more than a season and that were designed to provide support and sun protection while looking good," Megan said.

As a former graphic designer, Megan said attention to detail was everything.

"The swimsuits have everything I was desperately looking for. One example is the rashie has a built-in bra and the padding is sewn in so it doesn't move. The fabric is from Italy and it doesn't shrink or sag, and the style supports women from size 8 to 18."

"A lot of fashion labels don't cater for women who are a little bit busty and curvy. It was really difficult for me to find swimwear that was comfortable and supportive and not made for impossible beauty standards."

Ms Davis spent years developing the design. "I created the swimsuits using myself, an average-sized woman, as the sample size. I'd scale the sizing from there and next season we introduce sizes up to 22."

Sustainable – made from recycled fishing nets

Ellenny Swim's swimsuits are made from recycled nylon products, such as discarded fishing nets and tulle. They are also sun safe with a UPF50+.

"It was really important to me not to create more problems for the earth. I wanted to introduce a swimsuit label that was in line with my personal ethos, which is to be environmentally friendly."

Ms Davis uses material from Italian textile manufacturer, Carvico, and all of her prints are exclusively designed for Ellenny Swim.

"I'm proud to be re-using this waste to create ethical fashion. Since 2013, Carvico has collected 510 tonnes of discarded fishing nets from the ocean floor, equivalent to the weight of four Blue Whales. When women choose Ellenny Swim I know they're getting swimwear that can survive the ocean and they're doing something that is helping the planet."

Hi-res images of swimwear and founder Megan Davis available here in the Media Kit.

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