



## TJ Swim Launches First Stylish Men's Summer Range

After high-demand, the Australian swim empire launches their first Men's Summer range, just in time.

TJ Swim Launches New Stylish Men's Beach Short Due to popular demand, Aussie swimwear label TJ Swim is set to release its first ever men's collection on October 31st. Globally recognised thanks to its powerful social media campaigns and impressive 24-year-old founder, TJ Swim is already a favourite in the world of women's swimwear, and now it's the guys' turn. After Tara Jane's label successfully debuted at Miami Swim Week this year, she was inundated with requests for a men's collection. Working hard on her SS19 Miami Heat women's showcase meant she had to put the project on the back burner, until now. "All year we've been questioned by our customers about when we would be releasing a men's swim line, and we agreed it would be a step in the right direction to design the perfect beach short," said Tara Jane. Just in time for Christmas, the men's collection is the epitome of simplicity and style. Available in three understated colours; Blue, Khaki and Stone Grey, the men's beach shorts are timeless and transitional. Guys can choose to wear the TJ Swim beach shorts to a pool party, the beach, or paired with a casual button up for a beer at the beachfront bar. "They're designed for the modern male, allowing him to transition effortlessly between his summer adventures," said Tara Jane. Men who shy away from big logos and flashy branding will love the understated elegance of the TJ Swim beach shorts, as the only visible branding is a dainty embroidered 'TJ Swim' on the hemline. These shorts were created with TJ Swim's theme of "minimal luxe" in mind. In a saturated market of poorly made men's swimwear that rips and deteriorates with wear, TJ Swim beach shorts are built to last thanks to their composition of 100% cotton. They have a slightly shorter length than traditional board shorts, making them stylish for the modern guy's market. Sporty guys will also love that they're pre-shrunk, ensuring they won't shrink in the wash. After all, no guy wants their new swim shorts transformed into hot pants, that's not quality. "After weeks of research into what men look for in their swimwear along with what design details and colours would perfectly align with our brand, we have created an on-trend premium quality beach short," said Tara Jane. Whether you're after the perfect Christmas present, or you're in desperate need of some new summer shorts to suit every activity, the TJ Swim beach short are the best news for guys' fashion this summer. Link to images: <https://drive.google.com/drive/folders/1ZnmfVTWIHk9fy-u9hkGbrLKOgyBEBkDt?usp=sharing> Link to videos: [https://drive.google.com/drive/folders/1WC9kyLTR-lk57bVtTBa6cfjV\\_Eda6qUQ?usp=sharing](https://drive.google.com/drive/folders/1WC9kyLTR-lk57bVtTBa6cfjV_Eda6qUQ?usp=sharing)

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