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DIVE PREVIEW SPLASHES INTO MIAMI SWIM SCENE

Runway Show & Presentations Highlight Emerging Talent

MIAMI, FL --- This summer, there is still plenty of swim to be had in the Magic City, including the launch of DIVE Preview emphasizing emerging swimwear design talent. The line-up includes a runway show from a marquee designer, followed by collection presentations by two-three additional surfacing brands. As an expanded interpretation of fashion through art and technology, initiative goes off-circuit to Wynwood's SPACEBY3, Saturday, July 18.

“It’s one thing to discover and appreciate new designers. It’s another to help them thrive in sharing their talent,” says DIVE Creator and Producer Tiffany Norman. “DIVE provides a turnkey platform to get them the exposure, experience and mentorship they deserve and need.”

With a fashion production portfolio including IMG Fashion Week and satellite events for major labels (Chanel, Cartier, Coach, among others), Norman patterned the DIVE model after the highly-successful MADE Fashion Week in New York City, where she has spent nine seasons as venue manager. Many MADE designers have since captured the recognition and funds to now show at larger venues, such as Lincoln Center. Norman envisions the same for DIVE designers, hoping this is the first step to securing a future show in IMG Swim Week. Featured designers for this year’s DIVE Preview are still under wraps, though it can be revealed that they are carefully curated based on a criteria of work exemplifying talent and relevancy, a solid sense of business, and burgeoning recognition not already associated with big-name fashion shows.

With a strong focus on community collaboration, DIVE Preview plans to incorporate additional vignettes and experiences that highlight the local style and culture scene. Transportation options to and from the event include Uber, the program’s official transportation partner, with a complimentary ride (new users, up to \$20) as a courtesy to DIVE attendees. For more information, please dial 412.400.8750, email info@diveswimweek.com, or visit www.diveswimweek.com.

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