



Media Contact
Lauren Lampa-Banchs
305.878.4066
l.banchs@diveswimweek.com

DIVE PREVIEW CONFIRMS CHROMAT AS FEATURED DESIGNER

Swim 2016 Collection Unveiled in Runway Presentation

MIAMI, FL --- DIVE Preview has unveiled that Chromat will be the featured designer for the show's inaugural splash. From an off-circuit location at Wynwood's SPACEBY3, the runway presentation will feature the Chromat Swim 2016 collection, followed by a post-show mingling featuring additional fashion, art, and style elements. The celebration takes place Saturday, July 18, at 5pm.

"The caliber of creativity, quality, and interest Chromat brings to fashion is remarkable," says DIVE Preview Founder Tiffany Norman. "We are champions for budding designers, but as an emerging program ourselves this year, this collaboration promises to act as a great incubator for both parties."

An extension of Designer Becca McCharen's background in architecture, Chromat is distinguished by its structural silhouettes. Specifics for Swim 2016 are still under wraps; however, McCharen alludes to pieces fused in stylized innovation and empowerment that take the Chromat woman confidently from day to night. A few looks from the lingerie line are anticipated to be represented on the runway as well.

"I'm really excited to come down to Miami and show with DIVE Preview," says New York-based McCharen. "New York Fashion Week is all about challenging what's possible and pushing boundaries; Miami, for me, is more about celebrating beauty. I hope to merge that appealing Magic City attitude with what's next for swimwear."

The fashion presentation morphs into a toast for Chromat with a sequential mingling hour, where an "Anchor Bar" will serve champagne, wine and light fare. The SPACEBY3 airy spaces are made intimate with a lounge of custom furnishings inspired by the playful spirit of DIVE and the swim scene. Additional vignettes include a whimsical art gallery of the Glamadolls Summer Girl print series, as well as "bou-truck" shopping from Bungalow 33 mobile fashion boutique.

DIVE Preview is a collaborative through a shared vision to meld fashion with art, technology and community. Partners and sponsors include Eli G Productions, The Grove Spot, IBEX Tech Corp., Julie Nikolas Design Studio, Lanato Photography, MRKDR, Perrier, Queen of Hearts Productions, The Rex Review, Ronen Rentals, Sean Donaldson Hair, Steven Rehage Jewelry, Spuntino Catering, Team Ginger Development, TN Miami Inc., Uber, and Wildhouse - 1128 oc.

For more information, please dial 412.400.8750, email info@diveswimweek.com, or visit www.diveswimweek.com.

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More About DIVE Preview

DIVE Preview is an all-encompassing reinterpretation of Miami Swim with an emphasis on emerging talent. Envisioned to act as a tipping point catalyst, the program offers exposure and mentorship opportunities to these on-the-cusp designers, while providing its audience early access to the next wave of high-level fashion and culture. DIVE is based in Miami, FL. For more information, please visit www.diveswimweek.com or dial 412.400.8750.

More about Chromat

Drawing from Becca McCharen's theoretical background in architecture and urban design, Chromat focuses on structural experiments for the human body. This structural language of the brand is the foundation of each garment: from the simplest bikini to the most complex 3D printed dress. Chromat swimwear, lingerie and signature architectural cages are all made in New York City, sold worldwide, and can be seen on the likes of Madonna, Beyonce, Nicki Minaj, amongst other dynamic personalities. Chromat was founded in 2010. For more information, please visit www.chromat.co or call 212.228.2700.