

aquaswimwear: Mommy-and-Me Swimsuits Make a Splash on ACCESS HOLLYWOOD



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Press Release Author = Natalie Walker

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Press Release Summary = Media buzz around mommy and me swimwear by aquaswimwear! Recently featured on Access Hollywood, In Style Magazine and Women's World. These fashion forward, flattering suits for mom and play-friendly girls line are being sought after by all! Mommy and me has never been so cool.

Press Release Body = FOR IMMEDIATE RELEASE

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PALOS VERDES ESTATES, Calif., May 14, 2007 – Stay-at-home mom Natalie Walker has geared up to make fashion fun for moms and kids. The company, aquaswimwear (<http://www.aquaswimwear.com>), specializes in matching Mommy-and-Me swimwear — and, if recent press activity is any indication, mothers and daughters everywhere are excited about the chance to dress alike. Most recently, the aquaswimwear line has been featured on Access Hollywood Style, In Style Magazine and Women’s World Magazine!

As featured on Access Hollywood Style, Lisa Rinna’s store Belle Gray showcased the aquaswimwear line. “Women have become in the last four or five years, so fashion conscious and so fashion savvy that they want to translate it to their little mini-me’s,” Lisa told Access. Courteney Cox and her little lady Coco hit the town in style. For summer, they hit the sand in matching bathing suits. Greta’s Garden Lime mommy and me suits were modeled and the buzz around these suits has been incredible.



Make no mistake: Visitors to [aquaswimwear.com](http://www.aquaswimwear.com) will find no cutesy dresses for Mom or overly adult clothes for little girls. Instead, the focus is on complementary fashions in matching beach-inspired fabrics, from swimsuits to skirts, t-shirts and active wear, for infants, children, pre-teens and women—and a more wholesome, play-friendly suit for children than most currently on the market, something moms say they find refreshing.

Fun, yes — but aquaswimwear is equally about fit. Company founder Natalie Walker, a high-profile swimwear designer who worked for some of the top names in the industry before retiring to stay at home with her young children, designs aquaswimwear suits with new moms in mind. Her swim fashions flatter post-baby figures, with higher waists, bottoms cut to cover in back while elongating legs in the front, and built-in shelf bras with adjustable straps. This year, you will also find

flattering and stylish halter tops and low rise bottoms for mom and triangle tops and boy short options for daughter.

“Every mom is different,” Walker explained. “Some have shed all their baby weight and others are struggling with it. I am very sensitive to this and have engineered the fit to cover the tummy, yet reveal a younger leg line so they can still feel young and hip. Swimsuits should allow moms to look and feel beautiful, regardless of their size. We also want those women who have had the ability to get back into shape to feel confident and sexy!”

Be sure to visit the website and follow the media excitement over the mommy and me line!

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