

YOOX

BIANCA BALTI: CALIFORNIA DREAMIN'

*The swimwear according to Bianca, **exclusively on YOOX***

Already among the most beloved top models of her generation, this June, Bianca Balti is making her design debut by launching her eponymous brand exclusively on YOOX with a swimwear collection. The inspiration is California, a place symbolizing the great ideals of change and innovation, synonymous with glitz and glamour, and the home of effortless surf culture. *"The place where, since the '60s, dreams can become reality,"* says Bianca, who lives out her dreams in California every day, including the one of becoming a fashion designer.

The Bianca Balti swimwear collection focuses on fine details through a thoughtful creative process. Made completely in Italy, it is the alternative to fast fashion.

The shapes are vintage-inspired and feminine, with the idea of elegance while being tastefully revealing. The necklines of the bathing suits are high and straight, or deep in the front and back. The bottoms come in high- or low-waisted boyleg style or have a skirt. The tops are triangle-shaped or sport '60s-style. Alongside classic black, many pieces in the collection feature stripes of varying width in the most contemporary trend: bicolor.

Each piece is separate but can be mixed and matched, making every combination unique. Designed to enhance the body, the sizes range from 6 to 20.

The sounds of the West Coast and the many love declarations by artists dedicated to California, a land of endless possibility, form the indispensable soundtrack of Bianca Balti's collection. From The Beach Boys and 2Pac to Joni Mitchell and Green Day, and also the Italian band, Dik Dik, whose Mamas & Papas cover *"California Dreamin'"* played on her father's record player in Lodi, Italy, when she was just a little girl. While listening to these sounds, her dreams grew like the clouds.

"If you dream something, you can do it."

Bianca Balti Swimwear, exclusively on YOOX, will be available mid-June of 2017.