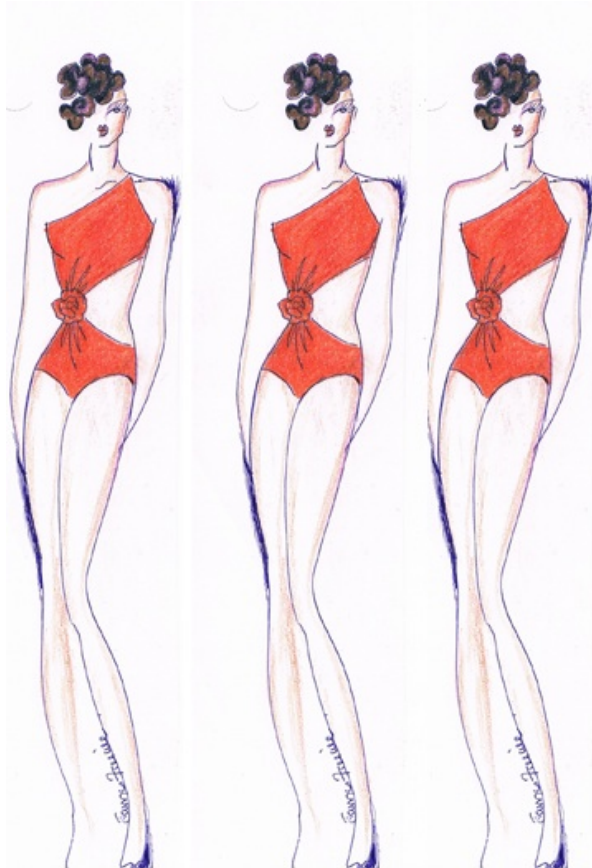


# James Ferreira swimwear

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Resortwear specialist James Ferreira debuts his first swimwear line at the upcoming [India Resort Fashion Week](#) in Goa this month, the inspiration coming to him -- by fortune -- while on a recent holiday in Sri Lanka.

"I discovered one of the world's largest swimwear factories there," Ferreira recounts, adding, "I've always maintained that if you don't have the right manpower and the right machine, don't even bother designing. So now that I'd found world-class technicians, I decided to give it a try."

The collection will be dominated by a retro spirit, taking inspiration from the high-waist, slightly conservative beachwear trends of the 1950s.

“It’s figure-flattering for the Indian woman because it’s covered-up, yet sexy,” explains Ferreira. The entire swimwear line is based on a palette of nude, black and red.

After his sunset show in Goa on November 28, the designer will get down to the serious business of mass-producing and marketing this new line.

“The fabric and cutting techniques are completely different from anything I’d ever done before,” he says. “Working with the technicians in Sri Lanka, I realized that so many things go into the creation of swimwear that I had never even thought of.”

*India Resort Fashion Week begins on November 28-December 2. Passes for the event are available at [www.irfw.ayojak.com](http://www.irfw.ayojak.com)*