



# PARAI SO

Miami Swim Week™

21st Edition  
May 29 — June 1, 2025

WELCOME TO **PARAISO**



**WWD**

"The energy was electrifying."

MIAMI BEACH TRANSFORMS FOR A WEEK INTO FASHION CAPITAL OF THE WORLD BRINGING BRANDS, MEDIA, AND BUYERS FROM OVER 65 COUNTRIES TO OUR MAGIC CITY.

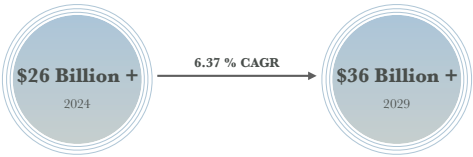
*PARAISO MIAMI SWIM WEEK IS THE ULTIMATE DESTINATION FOR RESORT, SWIM, FASHION, AND LIFESTYLE INDUSTRIES.*

Bringing 50+ must-see events, custom built state of the art tent, imaginative activations, exclusive launches, and runway presentations by top brands in swimwear and resort wear industry. The world sees the true value of the diversity in brands filling PARAISO Miami Swim Week each year as evidenced by the record-breaking media numbers of 13.9+ billion media impressions in 2024.



THE SWIMWEAR MARKET SIZE

GLOBAL APPEAL — The swimwear transcends all geographical boundaries.  
It is worn worldwide, making it a global market with diverse consumer preferences and styles.



Forbes

“Miami is recognized globally as the launching pad for swimwear and swim fashion. More to the point, Paraiso Miami Swim Week is essential to the survival of the industry overall.”

65 COUNTRIES

REPRESENTED AT MIAMI SWIM WEEK



# **\$75M+ ECONOMIC IMPACT**

Miami Swim Week annual economic impact  
for the city of Miami Beach.

# **30K+ ATTENDEES**

Traveling to Miami Beach to attend Swim Week.

Miami Swim Week is renowned for its dynamic atmosphere and  
diverse activities. Beyond the runway shows, it includes various  
networking events, exclusive parties, and brand activations that draw  
people from all corners of the globe.

# **P O P S U G A R .**

"The swimwear-lover's fantasy: nonstop runway  
shows, countless pop-up shops, and poolside style  
inspiration for days."

18-44 Primary Segmentation: 25-40

31% Male | 69% Female

75% Millennials & Content Creators

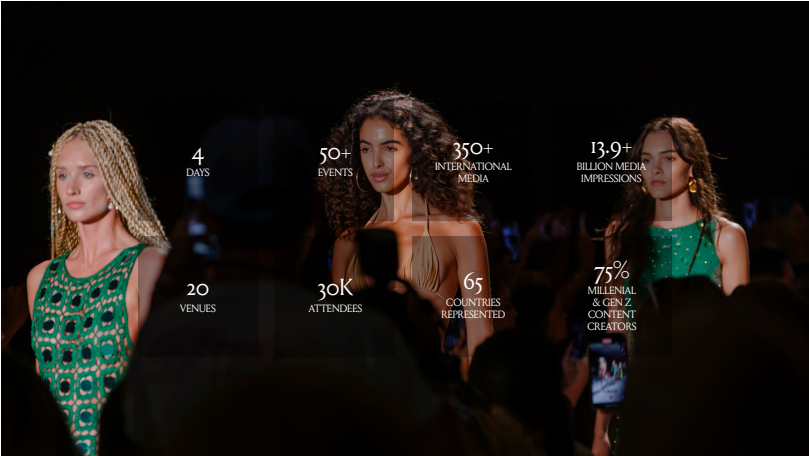
\$135K Median HH


**ELLE**

"Even after 20 years of PARAISO Miami Swim Week the swimwear remains hotter than ever. And the vibes? Still immaculate."

<b>170K+</b> Users	<b>100M+</b> Followers
<b>369k+</b> Posts	<b>390M+</b> Mobile Views
<b>1Bn</b> Social Media Impressions	

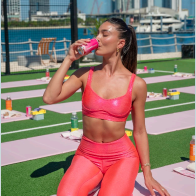







**FASHION**

With the media spotlight on Miami Beach during Miami Swim Week, PARAISO amplifies the existing fashion footprint through a series of events including runway shows, presentations, cocktail parties, music series and interactive brand activations that fully immerse attendees.




**WELLNESS**

PARAISO showcases the latest emerging and established health, beauty and wellness brands through a comprehensive wellness activation points that include beauty treatments, fitness activations, and forum discussions.



**SOCIAL**

Eat, drink, mingle, dance, and have fun! PARAISO brings the unique blend of networking programs to Miami Beach through pop-ups, surprise meet and greet hours, music series, designated refreshment stations, and its notable brunch and dining series.



**MODEL SUMMIT**

From insightful panel discussions and presentations to open casting calls, PARAISO focuses on various educational points and brings valuable advice on how to stay ahead of the curve and build your career at swim week.

BASED ON THE CORE VALUES OF INNOVATION, CREATIVITY, AND DISCOVERY PARAISO BRINGS  
EXCLUSIVE COLLABORATIONS IN FASHION, MUSIC, AND WELLNESS.



- FORMAL RUNWAY PRESENTATIONS IN THE TENT
- SEATED VIP BRUNCHES & COCKTAIL SOIREES
- POOLSIDE FASHION PRESENTATIONS & POP UPS



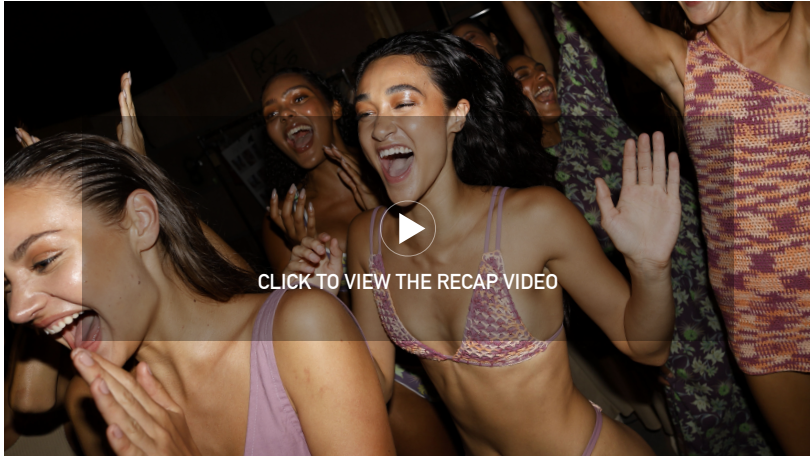
- MODEL PREP DAYS WITH WORKSHOPS
- OPEN CASTINGS
- NETWORKING OPPORTUNITIES
- EDUCATIONAL TALKS



- BRANDED FITNESS CLASSES WITH EXPERT INSTRUCTORS
- TRENDING WELLNESS EXPERIENCES
- BRANDED SPORTING ACTIVATIONS PADEL, PICKLEBALL & MORE.



- BRANDED POOL PARTIES WITH MUSIC & FASHION
- ROOFTOP SUNSET COCKTAILS & MUSIC SERIES
- AFTERPARTIES WITH HEADLINING DJ & DANCING









CUSTOM CREATED, IMMERSIVE AND ELEVATED FASHION TENT FEATURING:

- TOP SHELF SPONSORED BAR IN THE LOUNGE AND VIP AREA.
- AN INTERACTIVE LOUNGE WITH PARTNER ACTIVATIONS.
- VIP LOUNGE LED SCREEN DISPLAYING RUNWAY SHOWS AND PARTNER LOGOS.
- 80 FT U-SHAPED RUNWAY.
- DOUBLE LED SCREEN.

ALL ATTENDEES ARE TREATED TO AN ORGANIZED AND RELAXED EXPERIENCE INSIDE THE VENUE, EVEN WITH THOUSANDS OF GUESTS COMING THROUGH THE DOORS EACH DAY.







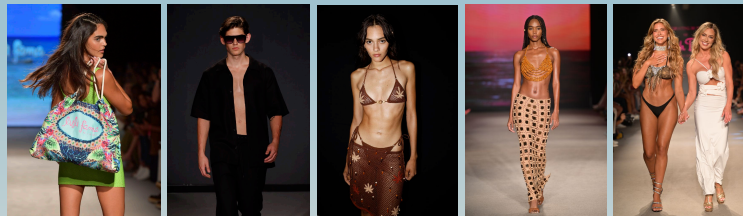
IN CELEBRATION OF RESORT AND SWIM FASHION, AS WELL AS CONTEMPORARY TRAVEL APPAREL AND ACTIVEWEAR, PARAISO HOSTS A SERIES OF FASHION RUNWAY SHOWS, COLLECTION PRESENTATIONS, AND BRAND EVENTS.



- STAIR-STUDDED FRONT ROWS.
- 400 TOP CELEBRITIES, INFLUENCERS, MEDIA, AND BUYERS.
- 75+ PRESS RISER PHOTOGRAPHERS AND VIDEOGRAPHERS.
- CUSTOM BUILT STATE OF THE ART TENT.
- 20+ OFF SITE LOCATIONS.



## PARAISO FASHION TENT RUNWAY



PARAISO shatters the traditional mold of beauty and fashion with a platform that makes history year after year and quickly sweeps the globe with images bringing overwhelming support. With a gorgeous representations of diversity on the runway, presentations go viral in a matter of minutes.

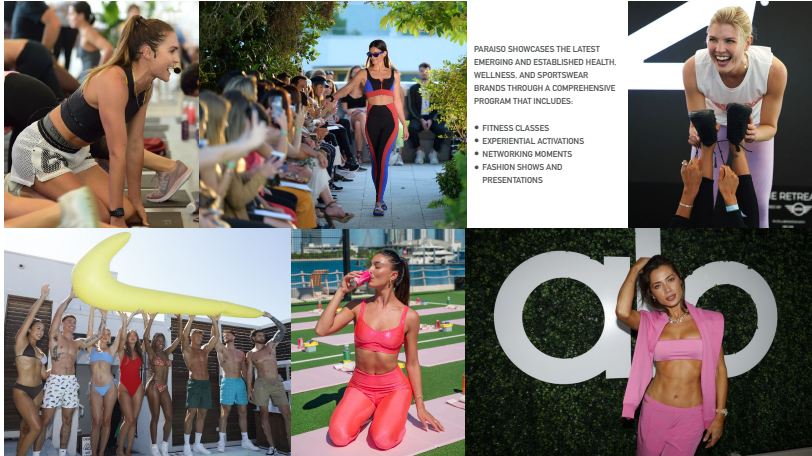
PARAISO leads with body positivity, diversity and inclusivity conversation in momentum, all while highlighting the real life on the stage and shattering fashion and beauty industry standards.

## PARAISO AUXILIARY FASHION RUNWAYS



The extensive reach of PARAISO stretches wide across Miami Beach and beyond, with interactive runway experiences at various venues throughout the city. PARAISO partners with Miami's most premiere locations and iconic venues to create a curated schedule with a lively pulse.









PARAISO INVITES GUESTS INTO THE CONVERSATION WITH EXPERIENTIAL STORYTELLING, PROVIDING LIMITLESS OPPORTUNITIES FOR ORGANIC CONTENT CREATION. SOCIAL EVENTS INCLUDE:

- POP-UP SHOPS
- BRUNCHES
- GIFTING HUBS
- POOL PARTIES
- NETWORKING COCKTAIL HOURS
- MEDIA DINNERS
- AFTER PARTIES









PARAISO WILL HOST AN EDUCATIVE, NETWORKING, AND FUN TWO DAY SUMMIT FOR ALL ASPIRING AND YOUNG MODELS AND INFLUENCERS ATTENDING MIAMI SWIM WEEK.

HUNDREDS OF ATTENDEES WILL ENJOY CURATED PROGRAMMING ON-BRAND ACTIVATIONS, INSTAGRAMMABLE PHOTO MOMENTS, BEAUTY TREATMENTS, MEET & GREET SESSIONS AND MORE.

## WHAT THEY'RE SAYING:

The revolutionary event received **more than 50 global reports** from top outlets across digital, print and broadcast.

<b>NYLON</b> "Designers celebrated inclusivity, diversity, and sustainability on the runway, marking their most tailored collections to date."	<b>Apparel News</b> "As always, Miami Swim Week has proven to be the industry's hottest event of the year, able to bring together the most notable swimwear brands, buyers, retailers, influencers and fashion editors from across the globe for a full week of activations, runway presentations and leading trade shows for the swimwear market."	<b>yahoo/news</b> "How inclusivity has become the moment belated. Parasol Miami Beach Swim Week: 'It's just how it's supposed to be'."
<b>Daily Mail</b> "The event got less conventionally shaped models an opportunity to shine, with plus-sized models joined by those with disabilities."	<b>WWD</b> "The energy was electrifying."	<b>POPSUGAR.</b> "The swimwear-week's fantasy: nontop runway shows, countless groupings, and possible style inspiration for days."
<b>South's Illustrated Swimsuit</b> "SI Swimsuit models showcased the hottest new swimwear at PARASOL Miami Beach. The SI Swimsuit model Nicole Williams English, who announced her first pregnancy on the runway was glowing in her look."	<b>WHO WHAT WEAR</b> "Seeing Miami Swim Week unfold before my eyes was a dream come true. Parasol Miami Beach hosted an incredible weekend during which swimwear designers showcased their latest collections. The highlight of the weekend was the amount of diversity on the runways."	<b>Forbes</b> "Miami is recognized globally as the launching pad for swimwear and swim fashion. More to the point, Parasol Miami Swim Week is essential to the survival of the industry overall."

## NYLON

"Designers celebrated inclusivity, diversity, and sustainability on the runway, marking their most talked-about collections to date."

## Apparel News

"As always, Miami Swim Week has proven to be the industry's hottest event of the year, able to bring together the most notable swimwear brands, buyers, retailers, influencers and fashion editors from across the globe for a full week of activations, runway presentations and leading trade shows for the swimwear market."

**yahoo!news**

"How inclusivity has become the mission behind Paraiso Miami Beach Swim Week: "It's just how it's supposed to be"

**DailyMail**  
online

"The event gave less conventionally shaped models an opportunity to shine, with plus-sized models joined by those with disabilities."

**WWD**

"The energy was electrifying."

**POPSUGAR.**

"The swimwear-lover's fantasy: nonstop runway shows, countless pop-up shops, and poolside style inspiration for days."

**Sports Illustrated**  
**SWIMSUIT**

"SI Swimsuit models showcased the hottest new swimwear at PARADISO Miami Beach. The SI Swimsuit rookie Nicole Williams English, who announced her first pregnancy on the runway while glowing in her looks."

## WHO WHAT WEAR

## Forbes

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"THE 20TH EDITION OF PARAISO MIAMI SWIM WEEK BROUGHT INCREASED REVENUE AND TRAFFIC TO MIAMI BEACH. BASED ON REPORTS THE ANNUAL ECONOMIC IMPACT OF MIAMI SWIM WEEK COULD BE LARGER THAN PARAISO'S INITIAL ESTIMATE OF \$50 MILLION TO \$75 MILLION DOLLARS."

Forbes

Paraiso Miami Swim Week Makes Waves.

"Europe has Cruise Week, America has Swim Week. It's gone through a few incarnations, but Paraiso Miami Swim Week is fully baked, drawing in over 30,000 visitors with an economic impact of around \$75 million for the city of Miami Beach. It's the go-to destination for American swimwear and beachwear fashion and trends. According to co-founder and creative director Natalja Dedic Stojanovic, partnership interest from corporate companies has increased over the years, taking the experience to new creative levels."

THE BUSINESS JOURNALS

STATE-TO-CITY  
BUSINESS JOURNAL

Miami Swim Week has multimillion-dollar economic impact for Miami Beach.

"Paraiso Miami Swim Week celebrated its 20th anniversary this year, and the event has once again brought in thousands of visitors who have collectively spent millions of dollars in the local economy."

Established by Paraiso Miami Beach, a curated fashion week program founded by Natalja Dedic Stojanovic, the five-day runway and trade show ran from May 29 to June 2.

The Miami Beach Visitor and Convention Authority found the 20th edition of Paraiso Miami Swim Week brought increased revenue and traffic to Miami Beach. Based on reports the annual economic impact of Miami Swim Week could be larger than Paraiso's initial estimate of \$50 million to \$75 million dollars."

CBS NEWS

With \$75M economic impact, Miami Swim Week celebrates 20th year on Miami Beach.

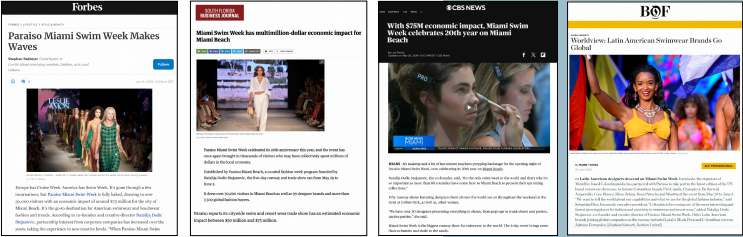
"Miami Swim Week is the biggest fashion week for swimwear in the world. More than 60 countries come to Miami Beach to present their upcoming collections. The 4-day event brings more than swimmers and stude to the sands. The event has an economic impact of \$75 million through hotels, restaurants and clubs."

PARAISO IN THE NEWS

Miami Swim Week annual economic impact for the City of Miami Beach: **\$75M +**

*Reported by the Miami Beach Visitor and Convention Authority*

The event helps partners enhance brand visibility, connect with a global audience, and capitalize on the economic activity generated by the event.



# PARAISO IN THE NEWS CONT.

PARAISO garnered international media attention, with features in top digital, print and broadcast outlets including:

CBS Miami  
The Daily Mail  
Apparel News  
NYLON  
Cosmopolitan

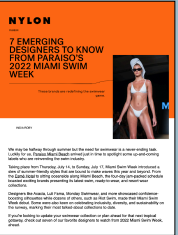
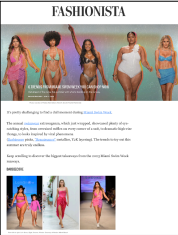
Sports Illustrated  
WHO WHAT WEAR  
The Today Show  
US Weekly  
Elle

POPSUGAR  
Vogue Brazil Women's  
Wear Daily  
Yahoo.com  
Essence

Combined Circulation & Media Footprint From All Broadcast and Editorial Press:

OVER 13.9 BILLION MEDIA IMPRESSIONS

Reports by BurrelleLuce Media Measurement Services



Within the PARAISO runway tent forum, we organized an Approved / Registered Media & Buyer List that included:

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- With attendance from top editors such as:

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**POPSUGAR**  
Contributing Editor

**BET**  
Fashion Director

**BYRDIE**  
Social Media Editor

**FTV**  
US Fashion Editor

**ZOE REPORT**  
Beauty Editor

**MARIE CLAIRE**  
E-Commerce Writer

**WGSN**  
Swim Editor

**ELLE**  
Market Editor









PARAISO MODELS AND INFLUENCERS

Celebrities, VIPs, influencers and guests had an overwhelmingly positive reaction to PARAISO, giving the festival a high profile presence on Instagram and other social media channels. Content quickly went viral, creating an unmistakable sense of FOMO for everyone around the world who was not experiencing the festival firsthand!

Top organic posts came from premier content creators such as:































<b>ACACIA</b> Brand	<b>Devin Brugman</b> Influencer/Designer	<b>Jessie James Decker</b> Singer
<b>Cindy Prado</b> Influencer/Model	<b>SEAFOLLY</b> Brand	<b>Nicole Williams English</b> Influencer/Model
<b>SI Swimsuit</b> Media	<b>Olivia Ponton</b> Influencer/Model	<b>Beach Bunny Swimwear</b> Brand
<b>Sierra Mayhew</b> Editor/Influencer	<b>Monti Landers</b> Influencer/Designer	<b>Fashion TV</b> Media
<b>Bustle</b> Media	<b>MTV</b> Media	<b>Joy Corrigan</b> Influencer
<b>Charly Jordan</b> Model	<b>Juliette Porter</b> Influencer/Actress	

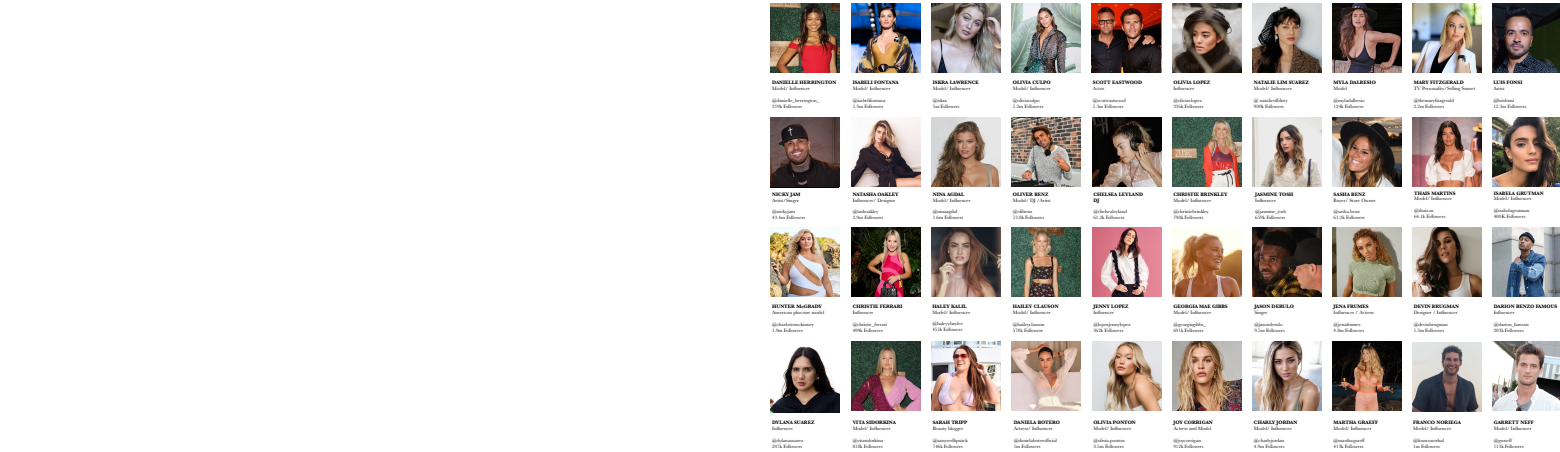


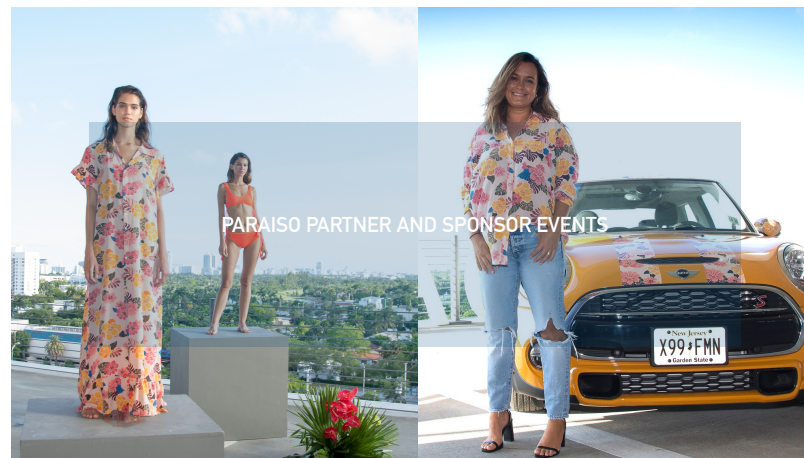


PARAISO VIPS & LIFESTYLE TRENDSETTERS

CELEBRITY AND INFLUENCER COMBINED IG REACH: 100M+

 <b>CHARLOTTE MCKINNEY</b> Model, Influencer @charlottemckinney 1.5m Followers	 <b>KATE BECK</b> Model @katebeck 800k Followers	 <b>ANDRE DRUMMOND</b> NBA Player @andre Drummond 1.5m Followers	 <b>ANNA DE MOLA</b> Model, Influencer @annademola 1.5m Followers	 <b>JUSTINE KUTZ</b> Actress, Singer @justinekutz 1.1m Followers	 <b>REANNA HUCAK</b> TV Personality, Lifestyle Influencer @reanna_hucak 1.1m Followers	 <b>CAMILLE BOUTER</b> Model, Influencer @camillebouter 1.5m Followers	 <b>CAROLINE VREELAND</b> Singer @carolinevreeland 1.5m Followers	 <b>CHARISSA THOMPSON</b> TV Host @charissathompson 1.5m Followers	 <b>MONTY LANDERS</b> Entrepreneur, Owner of @montyswimsuits @monty_landers 1.5m Followers
 <b>ROCKY BARNES</b> Model, Influencer @rockybarnes 1.5m Followers	 <b>SAMANTHA BROOKS</b> Model, Influencer @samanthabrooks 1.5m Followers	 <b>CHASE CARTER</b> Model, Influencer, Entrepreneur @chasecarter 1.5m Followers	 <b>SOFA SAMRA</b> Model, Influencer @sofiagamra 1.5m Followers	 <b>JAMYN WILKINS</b> Model, Influencer @jamynwilkins 1.5m Followers	 <b>ALEX CORLETO</b> Model, Influencer @alexcorleto 1.5m Followers	 <b>VALE GERDA</b> Influencer @valegerda 1.5m Followers	 <b>GEORGINA MUZZO</b> Model, Influencer @georginamuzzo 1.5m Followers	 <b>SHANNON DE LIMA</b> Model, Influencer @shannonde Lima 1.5m Followers	 <b>OLAF NOEL</b> Actor @olafnoel 1.5m Followers
 <b>ERIK DECKER</b> Model, Influencer @erikdecker 1.5m Followers	 <b>JANELLE JAMES DECKER</b> Model, Influencer @janellexander Decker 1.5m Followers	 <b>CINDY PRADO</b> Model, Influencer @cindyprado 1.5m Followers	 <b>KATE UPTON</b> Model, Influencer @kateupton 1.5m Followers	 <b>JULIETTE PORTER</b> TV Personality @julietporter 1.5m Followers	 <b>SAGE NICOLE</b> Model, Influencer @sagenicole 1.5m Followers	 <b>JORDANA RODGERS</b> Model, Influencer @jordana Rodgers 1.5m Followers	 <b>KARA DEL TORO</b> Model, Influencer @kara Del Toro 1.5m Followers	 <b>RYAN PHILPOTT</b> Actor @ryanphilpott 1.5m Followers	 <b>JULIAN YAMAMOTO</b> Influencer @julian Yamamoto 1.5m Followers





From intimate seated brunches and dinners for 20-40 of the industry's most sought-after influencers and buyers, to large-scale events of over 2000 people, PARASO presented programming to satisfy the widest array of audiences.

Our guests are treated to experiences with our partners and sponsors such as:

- HydraFacial Salon Pop Up at Espacio VOGUE for a perfect glow during swim week.
- Experiential AZULU fashion presentation and cocktail with Baileys Colada.
- Image Sunblock Party and VIP Hub at the Collins Park with special Wonderful tea sampling bar.
- Exclusive media dinner hosted by Foster Grant with Cindy Prady, Alexa Collins, Jessie James Decker, and PARASO hosted editors from magazines such as Marie Claire, Refinery 29, Fashionista, WhoWhatWear, Bustle, and more.
- Series of refreshing bar stations by Beam Suntory portfolio.
- Sharpie's Interactive tent lounge activation and artistic collaboration with Acacia collection prints.



AZULU x Baileys Colada



PARASO Media Dinner x Foster Grant



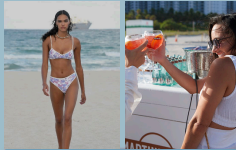
Summer Fashion Summit x Giverni Eco



HydraFacial x Espacio VOGUE

**BIZBASH**

"We increased our daily new email subscriber rate by over 134%, enter their name and email" in order to play the gamified claw truck



ACACIA x Martini Rosso



Just Bee Queen x Tres Generaciones Tequila



Gente Beauty at PARISO Miami Swim Week Ten



MAAJI x Aperol Spritz.

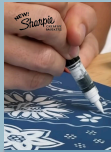
**BIZBASH**

Forbes

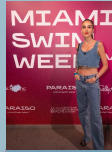
"Shirley® purchased an insured apparel with the new Shirley® Creative™ Markers that feature printed blue, included ink. Special colors were listed in article column on left. Item printed function to the product's exterior and special materials."



Georgina's Leslie Ammon



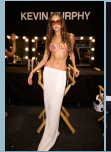
SHIRLEY & Ammon



Tom's Choccolato at PARKADO Miami Swim Week Event



LaCorte at PARKADO Miami Swim Week Event



Kevin Murphy at PARKADO Miami Swim Week Event

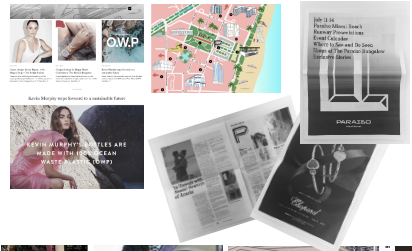


Sally Hansen & Covergirl Media Dinner






## MARKETING & PARTNER OPPORTUNITIES



MIAMI BEACH WILL BE THE MOST TALKED ABOUT DESTINATION IN JUNE, WITH OVER 14 BILLION EXPECTED WORLDWIDE IMPRESSIONS! PR AND MARKETING INITIATIVES WILL ENCOMPASS:

- Editorial Features
- Digital Packages & Placements
- Content Creation & Distribution
- Dedicated Newsletter
- Trend Coverage
- Social Promotion
- Affiliate Programs
- Experiential Activations
- Media Partners
- Retail Pop-up
- Strategic Partnerships
- VIP & Influencer Outreach



PARAISO is a bold platform for brand partners, designers, models, venues and more to unite and create something totally unexpected and out-of-the-box. Our team has an innate talent for understanding our partners' mission statements, which resonate with our own, and curating unforgettable custom experiences. Everything we do is about far more than product placement; what we build will always have a direct impact on content creation and sharing.

A fertile breeding ground for risk takers, decision makers, and thought leaders, PARAISO leads the pack into the fusion of fashion, travel, wellness, social and so much more. Because PARAISO is not limited to any specific type of industry segment, its potential is huge and open to all kinds of brands and individuals. It can be fashion and beachwear designers, retreat and wellness gurus, resorts and exotic destinations, airline companies, travel agents, you name it.

With the distinct opportunity to capitalize on the momentum of past season's success in the market, together we can build something wholly unique that leaves a mark on the world that endures long after the event is over.

**Let's Talk!**