



SAEHO

Swimwear Icons Hall of Fame

Celebrating Legends. Defining the Future.

SIHOF INDUCTION NIGHT — THE BASS MUSEUM — WEDNESDAY, MAY 28, 2025.

Our Mission

Swimwear Icons Hall of Fame will preserve the legacy of the most iconic and influential swimwear industry icons from around the world. Our mission is to recognize the remarkable achievements and contributions of individuals and businesses who have left an indelible mark on the fashion industry and swimwear culture.

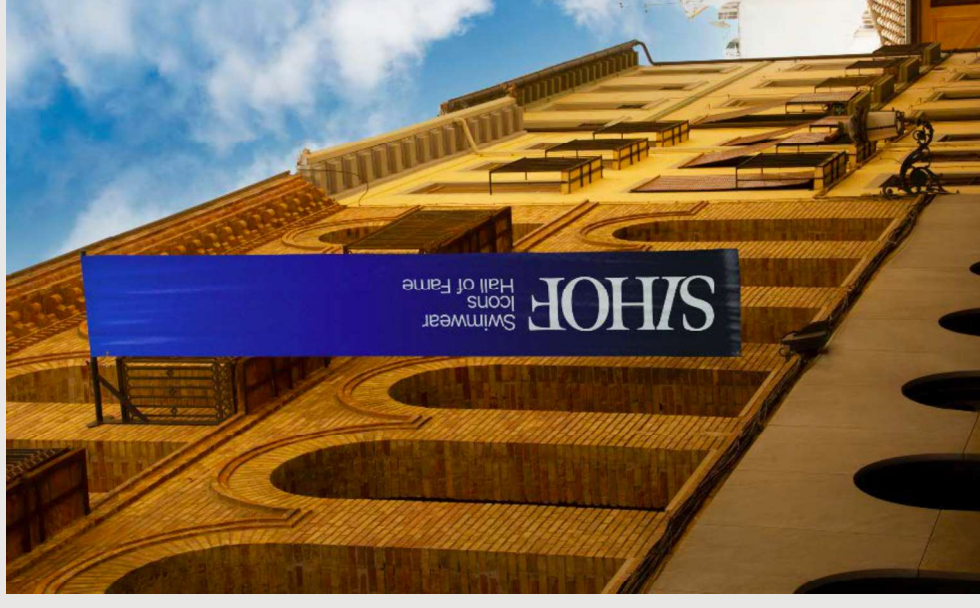
Swimwear Icons Hall of Fame is not only a testament to the professional excellence and enduring impact of the honorees but also strives to inspire and nurture the next generation of swimwear industry leaders and change makers.

The ICONS Foundation, a non-profit organization behind the Swimwear Icons Hall of Fame (SIHOF) and Annual Induction Gala, is committed to advancing skin cancer research, sun protection, and awareness through comprehensive educational campaigns, community outreach programs, and support for cutting-edge research initiatives. The foundation also advances sun protection and awareness through impactful Sun Safe & Confident initiative.

SIHOF
Swimwear
Icons
Hall of Fame

www.swimwearicons.com

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INDUCTION
GALA 2025.

Introduction

In 2025 we will celebrate the extraordinary talent, dedication, and impact of individuals who made a significant mark on the industry.

Our awards highlight the trailblazers who have not only redefined the industry standards but also inspired us all through their incredible work.



THE ICON
HONOR



MEDIA
ICON



PHOTOGRAPHER
ICON



THE ICONIC SWIMSUIT
MOMENT IN TV & FILM



DESIGNER
ICON



ICON FOR SUSTAINABILITY
& REPRESENTATION



THE SWIMWEAR ICONS
HALL OF FAME SOLIDIFIES
MIAMI BEACH'S LEGACY AS
THE PREMIER
DESTINATION FOR
SWIMWEAR FASHION AND
CULTURE.

The bikini, now a swimwear staple, dates back to ancient Rome, where mosaics show women in two-piece garments. The modern bikini was introduced in 1946 by French designers Jacques Heim and Louis Réard, initially sparking scandal and controversy.

It gained mainstream acceptance in the 1950s and 60s, thanks to icons like Brigitte Bardot and Ursula Andress. Over time, the bikini evolved into various styles, from the microkini to the tankini, reflecting changing social norms and becoming a symbol of both fashion and freedom.

EARLY 4TH CENTURY AD

MOSAICS AT VILLA ROMANA DEL CASALE IN SICILY DEPICT WOMEN WEARING EARLY FORMS OF SWIMWEAR.

1933

GINGER ROGERS WEARS GLAMOROUS SWIMWEAR IN THE MUSICAL GOLD DIGGERS OF 1933, INFLUENCING HOLLYWOOD FASHION.

1946

MICHELLE BERNARDINI MODELS THE FIRST MODERN BIKINI, DESIGNED BY LOUIS RÉARD, IN PARIS.

1951

KIKI HAKANSSON PARTICIPATES IN THE MISS WORLD PAGEANT, FEATURING THE FIRST SWIMSUIT COMPETITION.

1960

URSULA ANDRESS EMERGES FROM THE SEA IN A WHITE BIKINI IN *DR. NO.*, CREATING AN ICONIC POP CULTURE MOMENT.

1960

THE BIKINI BECOMES A MAINSTREAM FASHION TREND, WITH MODELS LIKE BRIGITTE BARDOT LEADING THE WAY.

1970

THE BRAZILIAN BIKINI CUT EMERGES, INTRODUCING SMALLER, HIGH-RISE SWIMWEAR STYLES THAT SHAPE MODERN FASHION.

1983

CARRIE FISHER'S "SLAVE LEIA" BIKINI IN *RETURN OF THE JEDI* BECOMES A LASTING POP CULTURE SYMBOL.

2004

MIAMI SWIM WEEK IS ESTABLISHED AS A MAJOR GLOBAL EVENT FOR SHOWCASING SWIMWEAR FASHION.



Brigitte Bardot in Cannes.



Ursula Andress in "Dr.



Isabeli Fontana at
Miami Swim Week



Eva Herzigova wearing
Chanel's Micro-Bikini



Marilyn Monroe rocking
the itty bitty polka dot

Memorable Moments



Elle Macpherson
By Marc Hispard / 1988.



Pamela Anderson
"Baywatch" / 1992.



Heidi Klum
"Victoria Secret" / 2008.



Kate Upton
"Beach Bunny" / 2012.



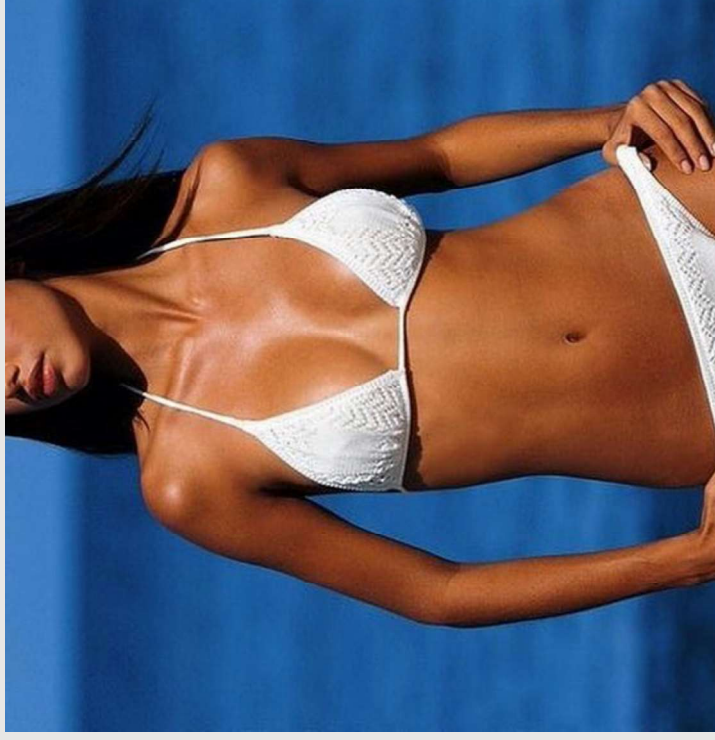
Alessandra Ambrosio
For Ocean Drive by Stewart Shining / 2015.

The Swimwear Market Impact

The global swimwear and resort wear market is a thriving industry, with over **\$25 billion** spent annually on innovative designs and luxurious experiences.

As consumer interest continues to grow, by 2033 the market is predicted to grow to **over \$45 billion** and will continue to present a unique opportunity to celebrate innovation and recognize the leaders shaping the future of swimwear, making the Swimwear Icons Hall of Fame an essential platform for honoring their enduring impact.

S/HOF Swimwear
Icons
Hall of Fame



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SALT

Swimwear Icons Hall of Fame

THE BASS MUSEUM, Miami Beach — Wednesday, May 30th, 2025

Honoring the world's greatest designers, models, photographers, social movers, and legends who have made a significant impact on the swimwear industry and celebrating their unforgettable moments.

INDUCTION GALA

Celebrating Legends.
Defining the Future.



Co-chair

2025 SIHOF Induction Gala Co-chair

Paige Mastrandrea Pulichino

Editor in Chief of Ocean Drive Magazine and Miami Magazine

Paige Mastrandrea is the Group Editor of Modern Luxury South Florida, serving as the Editor-in-Chief of Ocean Drive and Miami Magazine. She specializes in all things luxury in Miami, including the latest store openings, restaurants, salons, hotels and more, as well as local and celebrity profiles. Prior to her current position, she served as the Managing Editor of Haute Living. She resides in Miami and spends her free time playing with her dog, Poppi, who you'll likely find at Ocean Drive's daytime events.



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Event Format



Red Carpet
Arrivals



VIP Gifting and
Green Room / Beauty

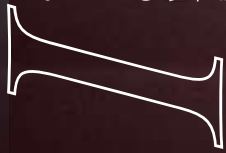


Induction Gala
Celebrating Honorees



Special Performances and
Afterparty

Honor Categories



THE ICON HONOR

Celebrates the Iconic Legend whose extraordinary impact has forever shaped the swimwear industry.



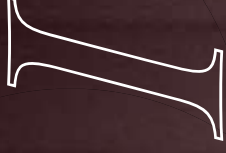
MEDIA ICON

Celebrates influential individuals who have made a positive impact on the swimwear industry through both traditional and new media.



PHOTOGRAPHER ICON

Celebrates photographers who have made significant impact in the swimwear industry.



THE ICONIC SWIMSUIT MOMENT IN TV & FILM

Celebrates memorable moments involving swimwear in television & film.



DESIGNER ICON

Celebrates brands that have made a significant impact on the swimwear industry by challenging outdated norms and setting new industry benchmarks.



ICON FOR SUSTAINABILITY & REPRESENTATION

Celebrates brands that have made a profound impact on the swimwear industry through sustainability and representation, challenging outdated norms and setting new standards for the future.

Miami Swim Week celebrates Miami Beach as the epicenter of swimwear fashion, attracting top designers, models, and photographers from around the world.

\$75M+ ECONOMIC IMPACT FOR THE CITY OF MIAMI BEACH

350+ INTERNATIONAL MEDIA

4 DAYS / 50+ EVENTS

350+ INTERNATIONAL MEDIA

13.9+ BILLION MEDIA IMPRESSIONS

20 VENUES

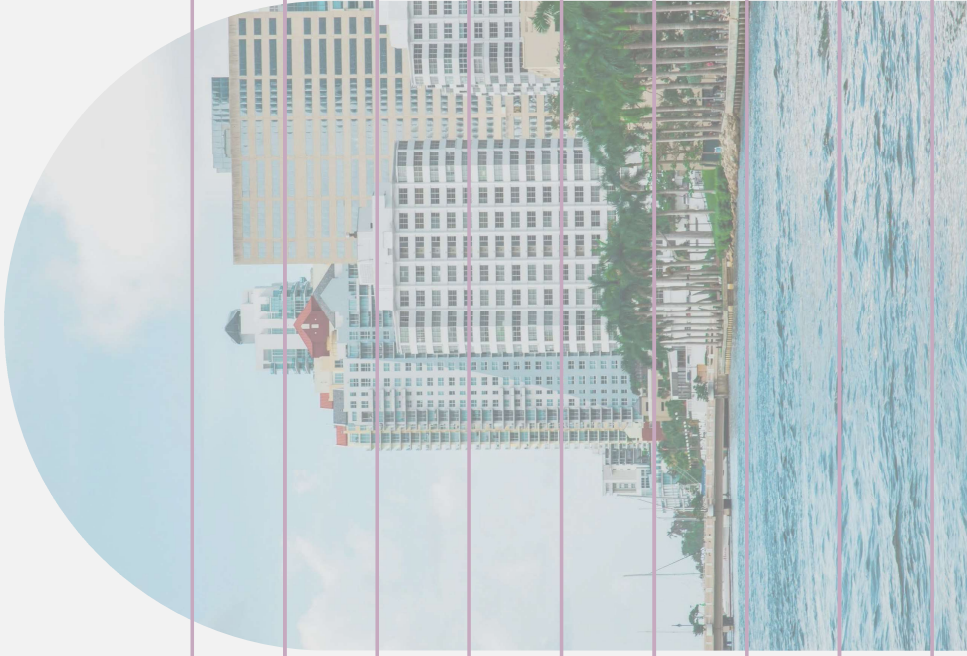
30K ATTENDEES

65 COUNTRIES REPRESENTED

75% MILLENNIAL & GEN Z CONTENT CREATORS

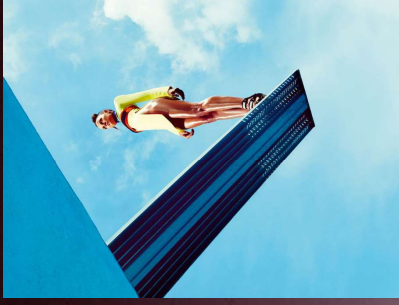
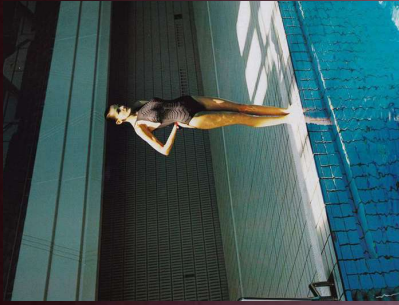
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/ Sun Safe & Confident

INITIATIVE.



The **Sun Safe & Confident** initiative, launched by the Swimwear Icons Hall of Fame (SIHOF), promotes a powerful message of sun safety, body positivity, and confidence in your own skin. By encouraging women to embrace the beauty of all body types while prioritizing sun protection, the campaign aims to foster a culture of self-love and awareness. With education on effective sun safety practices and a focus on celebrating natural beauty, it empowers individuals to confidently enjoy the sun without compromising their skin's health.

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/ Hall of Fame Exhibit.

LAUNCHING IN 2027.



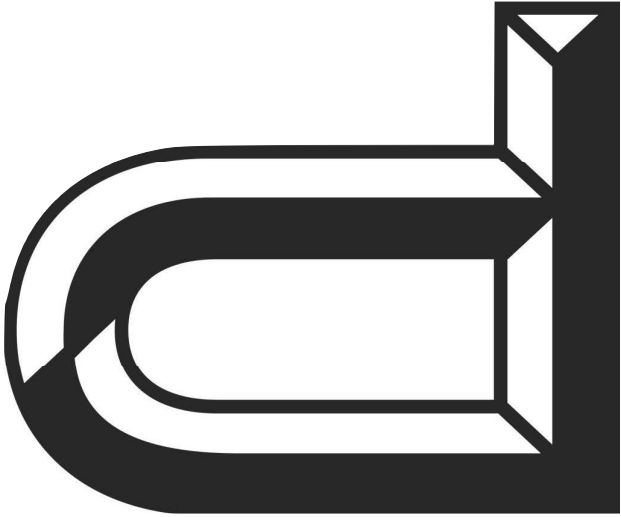
The Swimwear Icons Hall of Fame, officially supported by the City of Miami Beach, is an integral part of PARAISO Miami Swim Week. It will be a permanent exhibit honoring models, photographers, designers, celebrities, and media, celebrating their contributions to the historical evolution of swimwear. The exhibit will feature iconic collections, photographic displays, interactive features, and highlight the cultural impact of the industry.

PLEASE KEEP IN TOUCH THROUGH OUR WEBSITE FOR FUTURE ANNOUNCEMENTS.

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About Us



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PARAISO MIAMI SWIM WEEK

PARAISO Miami Beach (A.K.A. Miami Swim Week®) is the world's largest marketing event for the swimwear and resort wear industry. A multi-day fashion fair, promotes a comprehensive calendar of events, including fashion shows, leading trade exhibitions, and satellite programs that support emerging designers. Recognizing its impact on the industry as the global leader in bridging brands, media, trade, and consumers, PARAISO will launch a Hall of Fame to honor individuals who have made significant contributions to the growth of swimwear and resort wear. Supported by the City of Miami Beach, PARAISO remains the only official Miami Swim Week and continues to set the standard for innovation and style.



NATALIJA DEDIC STOJANOVIC

Natalija Dedic Stojanovic is a pioneering entrepreneur with a profound impact on the swimwear industry. As the visionary behind PARAISO Miami Swim Week—Natalija has transformed swimwear events from traditional formats into exclusive, curated, and interactive experiences. This innovative approach is garnering over 14 billion media impressions, establishing the event as a premier platform for brand awareness and exposure across swimwear, resort wear, beauty, and lifestyle sectors. With over 15 years of diverse experience in fashion event management, marketing communications, and strategic partnerships, Natalija's foresight and creativity continue to shape the industry's future. Her forward-thinking vision was instrumental in creating SIHOF.

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SALE FOR

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Thank You.

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