

Media Release
For Immediate Release
15 September 2020

Ramana Benson Designing the Future of Lahana

Designer behind Australia's most iconic swim and active label, Lahana, shares her process behind designing their sold-out collections.

Designed one year in advance, Lahana swim is an original crowd favourite with their highly distinguishable designs and cuts inspired by 60's and 70's style bathing suits.

Head Designer, Ramana says she is 'always considering what shapes the girl gang loves. Using high quality fabrics that complement the female form and are made for the Australian girl'.

Pinterest is the core point of focus in regard to creating mood boards and finding images, colours, shapes and quotes that inspire.

Benson collates hundreds of colours and prints from Pantone.com that align with the mood board.

In one week, the designer has finished sketches of new designs on Adobe Illustrator and runs prints and colourways through the designs.

To begin the sampling process, the team decides on the strongest styles and creates tech packs on Excel.

After 4 rounds of samples from an offshore manufacturer, many amendments and testing on a fit model a new range is created.

Benson said she is "inspired by the original bikini designer Louis Read with his vintage and unique high waisted cuts'.

Co-Founder Vrindy Benson states 'Our Lahana stores combined had a million-dollar month during the beginning of the COVID-19 pandemic'.

During this COVID time Co-Founder Kunti Benson states 'Our online sales have jumped up 222% during this period compared to the previous year'.

-ENDS-

Media Contact:

Gemma Lyndon // PR & Marketing Coordinator
gemma@lahanagroup.com
0402 847 909

