

Less is More Magazine

BE MORE

Summer Edition

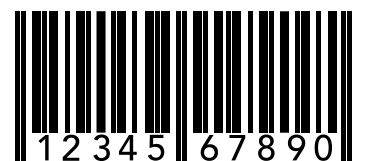
WOMAN ON THE BEACH

An endless stretch of shoreline where luxury meets bikinis and beachwear, creating a style against the backdrop of the eternal shore."

www.lessismore.com.tr

SUMMER LOVE

A sun-kissed love, a sizzling tale of bikinis by the shore. Under the golden sun, whispered by the waves."



June / July 2024 - Vol 12

BE MORE

content

B

INNOVATION

Every body is a beach body,
and every beach is a place for
effortless style



Bikini, **Less is More**

TRENDS

M

Which one is you? Retro
Queen, Green Lover or
Shining Star?

9

DESTINATION

Where is your favourite
holiday destination for
summer?

COVER

NATALIA KSZCZOTEK

Swimsuit **LESS IS MORE**

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content



Pareo, **Less is More**

3 EDITO

4 LESS IS ALWAYS MORE

6 THE SUMMER LIST

9 DESTINATION : FASHION

11 TREND REPORT

15 ALL SIZE IN ONE SWIMWEAR

17 ASTRO - TRENDS

19 LESS IS MORE COLLECTION'24

EDITO



"We're presenting the new 'Less is More' collection, which is stronger, more experienced, firmly grounded, and shinier than ever. We want everyone to talk about us this year, wear our designs, and meet their happiest moments with us on vacation. That's why our theme this year is 'Cover Story.' We'll shine even brighter together, reach more people, and grow stronger. Are you ready to join us on this adventure and create numerous cover girl moments together this summer?"

Sinem Adaköy



Derev Swimsuit
4.250 TL, **Less is More**



Brez Bikini,
3.500 TL, **Less is More**



Beggy Bikini,
4.000 TL, **Less is More**



BE MORE

3



*I*n the world of fashion, the mantra "Less is Always More" takes center stage, especially during the sun-drenched days of summer.

Embracing simplicity becomes not just a style choice but a lifestyle that effortlessly combines comfort and elegance. In the realm of summer fashion, using less fabric often translates to more comfort. Light, breathable materials become the canvas upon which designers craft minimalist masterpieces.

A summer color palette embraces the philosophy of simplicity. Soft pastels and neutral tones take the central stage mirroring the tranquility of a summer day. This understated color scheme allows for versatile wardrobe combinations, effortlessly transitioning from beach outings to evening soirees.

In the realm of swimwear, the principle of less is more finds its zenith. The classic swimsuit evolves into a statement piece, where sleek lines and subtle details create a powerful impact. Minimalist swimwear not only enhances the natural beauty of the body but also reflects a modern, elegant, and confident attitude.

As the summer sun graces us with its warmth, keep in mind that in fashion, and perhaps in life, less is indeed more. Embrace the simplicity of design, revel in the freedom of movement, and appreciate the beauty of subtlety. In a world overflowing with noise, let your style speak volumes with the silent power of minimalism.

Less is always more

WRITTEN BY
CELINE TANYRO

EDITED BY
PENELOPE FLY

"Less is More in Summer Swimwear: A Dive into Effortless Elegance"

Beyond clothing choices, the "Less is Always More" philosophy extends into the lifestyle associated with the summer season. Simplifying routines and embracing a slower pace become essential. From decluttering living spaces to opting for light, fresh meals, the less-is-more ethos becomes a guide to a more effortless and enjoyable life.

In a world grappling with environmental concerns, the summer wardrobe inspired by "Less is Always More" aligns with sustainable fashion practices. Choosing quality over quantity and timeless pieces over fleeting trends contribute to a more eco-conscious approach. The simplicity in fashion becomes a statement not just of style but of responsibility, fostering a deeper connection between personal choices and global impact.

As the sun takes its place in the summer sky, the mantra "Less is More" finds its ultimate expression in the world of swimwear. This season, the essence of simplicity and elegance merges seamlessly with the allure of summer beaches and poolside retreats.

Minimalist Designs, Maximum Impact:

Summer swimwear becomes a canvas for minimalist designs that leave a lasting impression. Clean lines, monochromatic palettes, and subtle details redefine what it means to make a splash. Less fabric doesn't equate to less style; instead, it allows for a heightened focus on the artistry of swimwear, transforming each piece into a statement of sophistication.

The Charm of Classic Silhouettes:

In the realm of swim fashion, classic silhouettes embrace the "Less is More" philosophy with open arms. Timeless one-pieces and sleek, high-cut bikinis become the embodiment of chic simplicity. These designs

not only showcase the natural beauty of the wearer but also withstand the test of fleeting trends, making them staples in a summer wardrobe.

Functional Fashion:

Beyond aesthetics, "Less is More" in summer swimwear also champions functionality. Quick-drying fabrics, seamless finishes, and adjustable features enhance the comfort and practicality of each piece. This blend of fashion and function ensures that, whether diving into the waves or lounging by the pool, one can do so with ease and grace.

As you bask in the warmth of the summer sun, let your choice of swimwear tell a story of refined simplicity. Less fabric, more elegance; less clutter, more impact. Dive into the season with an appreciation for the artistry of less, making each swimwear moment a celebration of effortless elegance.



BE MORE

Swimwear **Less is More**
Fonna Bikini

the LIST

This
summer's
objects of
desire

FIVE KEY PIECES

MATCHY MATCHY

Cool Swimsuits and Matching
Pants in The Same Color is 'Very
Like' for This Summer

the LIST

ELEVATE YOUR LOOK

Twice the Style, Wtwice the
Impact! Economical, Inspiring,
Stylish and Unique

SPARKLING SERENITY

This Summer, the Trend is All About
Shining Like the Sun. Even the Modest
Bikini Looks Absolutely Dazzling

2

3

the LIST

ACCESSORIZED

Creating a Basic Yet Cool Look is
Possible with Accessories-
Detailed Pieces.

the LIST

TIMELESS LEOPARD

Capture a Timeless Look
with a Modern Twist on
Leopard Print



WHERE TO GO

WHAT TO WEAR?

"We've got some great holiday destination tips from people with different styles for all kinds of getaways. Even though everyone packs differently, they all bring the warm spirit that lights up our summer!"



Destination: Luxury Hotels

"If you're into those fancy all-inclusive hotels with all the luxurious vibes, go for the accessorized and specially textured fabric swimsuits. Since you're chilling and socializing in the hotel most of the time, keep it comfy. Slip into a one-piece for the evening scenes and throw on a strapless bikini for soaking up the sun. Don't forget to pack your pareos and flowy dresses for that laid-back vacay vibe!"



Brez Bikini,
3.500 TL, **Less is More**



Che Swimsuit,
4.250 TL, **Less is More**

Destination: Cruise

"If you're all about that boat life, whether it's a quick getaway or a long vacation, these suggestions are just what you need. The essentials for a boat vacation include comfy one-piece swimsuits that work well both in the water and while lounging on the deck. A couple of stylish options will have you covered. Complete your chic swimsuit look with pareos and hair accessories, and you're good to go. And of course, don't forget to pack some triangle bikinis for those sunbathing sessions.



Klara Bikini,
3.500 TL, **Less is More**



Beggy Bikini,
4.000 TL, **Less is More**



Derev Swimsuit,
4.250 TL, **Less is More**



"A new route has been generated for you"



Destination: Deserted Bay

"If your preference is a secluded cove, a natural wonder where solitude reigns, comfort should be your priority for this holiday where you'll be one with nature. Straight-cut swimsuits, bikinis, and mix-and-match pieces will be your saviors. For this vacation where you aim to pack as few pieces as possible, consider versatile items that can be paired with every outfit. Additionally, long-sleeved swimsuits for surfing in secluded coves are a must"



Fonna Bikini,
4,000 TL, **Less is More**

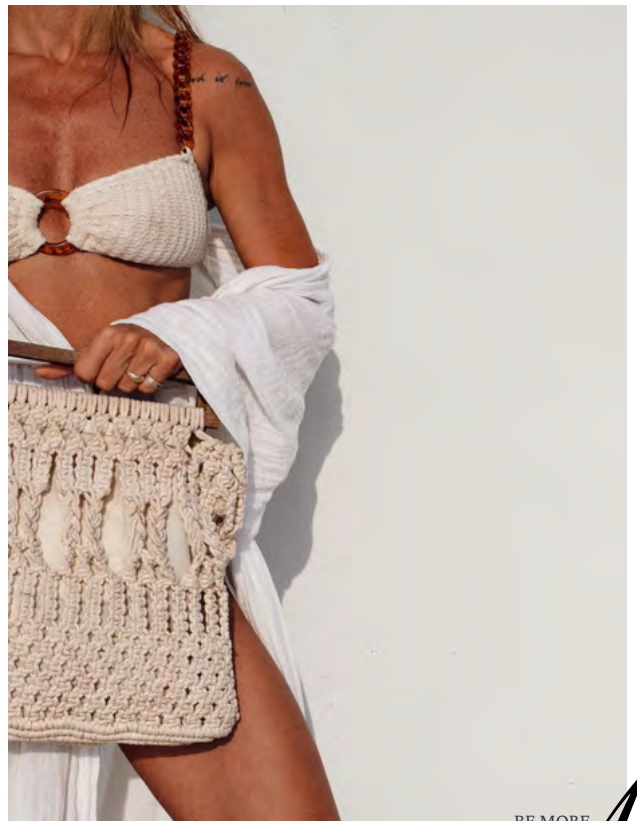


Destination: Summer House

"If you're passionate about long summer house vacations, these pieces are tailored for you. We recognize the diversity of your summer vacation wardrobe, calling for swimsuits that are both chic and comfortable. As such, your collection should encompass a broad spectrum, ranging from strapless to triangle bikinis and from one-pieces to accessorized models.



Allen Swimsuit,
4,250 TL, **Less is More**



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TREND

The best of 2024 summer from retro patterns to everything in nature

REPORT



SHINING STAR

Remember, every moment is a party memory. Shine as the beach's sparkling star with glittering swimsuits. Illuminate the beach by immersing yourself in the magical world of fun and style, enchanting everyone around.

Editor: Kylie Denner Pictures: Belongs to brand



GREEN LOVERS

This summer, let yourself immerse in nature. Let your style draw inspiration from the perfection of the great outdoors. The colors of nature are waiting to embrace you. Because returning to nature always heals the soul.

Editor: Kylie Denner Pictures: Belongs to brand



RETRO WIND

Let's hop on a time machine and travel back in time. The return to retro bikinis and swimsuits begins. This summer, beaches will be filled with nostalgic vibes featuring fun colors, bold patterns, and daring styles.

Editor: Kylie Denner Pictures: Belongs to brand

15



Klara Bikini,
3.500 TL, **Less is More**



Dyle Bikini,
3.000 TL, **Less is More**



Brez Bikini,
3.500 TL, **Less is More**



Fonna Bikini,
4.000 TL, **Less is More**



Fonna Bikini,
4.000 TL, **Less is More**



Brez Bikini,
3.500 TL, **Less is More**



80's



Swim. for Suits Every body

On every beach, in every size, the allure of "Less is More" in summer swimwear transcends mere fashion; it becomes a celebration of diversity, confidence, and sustainability. As you step onto the sand, let your choice of swimwear tell a story of inclusive elegance. **Every body is a beach body, and every beach is a place for effortless style that embraces and enhances the unique beauty of each individual.**

BE MORE

16

One size for all summer

"What is your approach to standard-size products within your brand? How are these products designed to accommodate different body types?"

At our brand, we aim to target a broad audience with our standard-size products. When designing these items, we focus on incorporating flexible cuts and comfortable materials to ensure adaptability to various body types. However, since everyone's body structure is unique, they may not be universally 'one-size-fits-all.' Therefore, we often provide our customers with a range of size options, taking user feedback into account to continuously improve our designs.

"How does your brand prioritize inclusivity in standard-size products, considering diverse body shapes and sizes?"

Inclusivity is a core value for our brand. We prioritize diverse body shapes and sizes by actively seeking input from our customer base, ensuring that our standard-size products cater to a broad spectrum of individuals. It's about celebrating the uniqueness of each person who chooses our brand.

"Can you elaborate on the design features of your standard-size products that aim to provide comfort and flexibility for a wide range of customers?"

Our standard-size products are meticulously designed with a focus on comfort and flexibility. We utilize materials that provide ease of movement and incorporate versatile cuts to enhance the adaptability of the items. These design features are essential to make our products suitable for a wide range of customers.



EDITOR'S NOTE:

This summer, these swimsuits go wherever you go, day or night

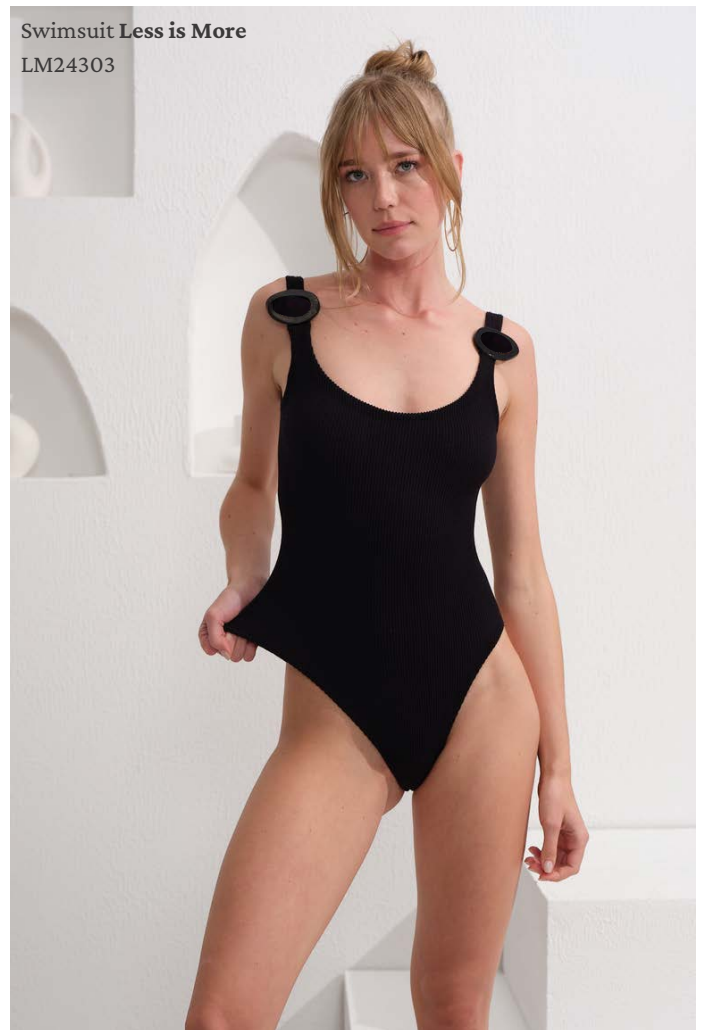
"In what ways does customer feedback influence the ongoing development and improvement of your standard-size products?"

Customer feedback is invaluable in our continuous improvement process. We carefully listen to our customers' experiences with our standard-size products, analyzing their suggestions and concerns. This feedback loop allows us to make informed decisions about adjustments and enhancements to better meet the needs of our diverse clientele.

"Do you believe the fashion industry as a whole is moving towards more inclusive sizing, and how does your brand contribute to this shift, especially in standard-size offerings?"

Yes, there is a noticeable shift in the fashion industry towards more inclusive sizing. Our brand contributes to this movement by consistently expanding our size range, collaborating with influencers and advocates who champion inclusivity, and participating in industry conversations that advocate for positive change. We believe that fashion should be accessible to everyone, regardless of their body shape or size.

Swimsuit Less is More
LM24303





Astro
Trend

**VIRGO**

AUGUST 22 - SEPTEMBER 23

"Clean and steady silhouettes, powerful and sophisticated stances are just for you. You'll be the star of the beaches this summer, reflecting your style best with the color black."

**LIBRA**

SEPTEMBER 24 - OCTOBER 23

"For those seeking balance in everything, high-waisted bikinis are just right for you. Continue to look strong, elegant, and bold."

**SCORPIO**

OCTOBER 24 - NOVEMBER 22

"Isn't it time to put an end to secrecy? Come on, mix with the crowd this summer and shine like fire on the beach."

**SAGITTARIUS**

NOVEMBER 23 - DECEMBER 22

"How about hitting them in the heart? With Brazilian bikini bottoms, there's no room for surprises this summer."

**CAPRICORN**

DECEMBER 23 - JANUARY 20

"How about adding a bit of color to your determined and persistent personality? When was the last time you imagined yourself on a tropical beach?"

**AQUARIUS**

JANUARY 21 - FEBRUARY 19

"You're extremely powerful and striking. Don't you think the color that best matches your scorching energy and sexy silhouette is pink?"

**PISCES**

FEBRUARY 20 - MARCH 20

"When choosing the bikini that best suits your sensitive heart, the first thing to consider should be a fabric that flawlessly touches your skin."

**ARIES**

MARCH 21 - APRIL 20

"One-piece swimsuits seem to be a symbol of your strong character. Are you ready to stand tall and eye-catching like a statue on the beach?"

**TAURUS**

APRIL 21 - MAY 21

"You'll make such an entrance with your sexy bikini that the ground will shake as you walk."

**GEMINI**

MAY 22 - JUNE 21

"Aren't reversible bikinis just perfect for your character? You won't need to decide with this model. All you need to reflect your energy and fun is a little bit encourage."

**CANCER**

JUNE 22 - JULY 22

"Are you ready to stand out? In the summer months when your inspiration will be at its peak, you'll draw your strength from the energy of orange. Shine like the sun."

**LEO**

JULY 23 - AUGUST 21

"The sun will shine for you for a month. Your style will dazzle throughout the summer. Bright fabrics, different textures, and vibrant colors that support your power are just right for you."



e more

elegant, urban and
more enchanting
than ever

Photographer **ALİ PİŞKİN**
Fashion Editor **NİHAL SUSİN**
Interview **PINAR DENİZ**



BE MORE *21*

Swimsuit **Less is More**
LM24301



Bikini Top **Less is More** LM24108
Bikini Bottom **Less is More** LM24208



Bikini Top **Less is More**
LM24106

Bikini Bottom **Less is More**
LM24206

now it's our turn

"Can you share your brand's approach to the 'Less is More' fashion philosophy? How do you incorporate this philosophy into your collections?"

At our brand, the 'Less is More' philosophy emphasizes the power of simplicity and elegance. We strive to reflect this philosophy in our collections through minimalist designs and clean lines, offering an aesthetic that is free from excess and clutter.

"With regards to the summer season and your bikini collections, what inspiration did you draw upon, and how does it manifest in your collections?"

Our inspiration for the summer season stems from the simple beauty of nature and the energy of the sun. In our bikini collections, we draw from the color palette of nature and delicate details, aiming to highlight the 'Less is More' philosophy with pieces that embrace understated elegance.

"Could you explain how your 'Less is More' approach plays a role not just in design but also in terms of sustainability?"

Our 'Less is More' philosophy extends beyond design to play a pivotal role in sustainability. By

using high-quality and durable materials, we add value to our designs with the 'less is more' principle, minimizing environmental impact.

"What specific design elements stand out in your bikini collections, and how do these elements emphasize the 'Less is More' philosophy?"

Key design elements that stand out in our bikini collections include clean lines, subtle details, and a focus on functionality. These elements work together to underscore the 'Less is More' philosophy, creating pieces that are both stylish and purposeful.

"How do you ensure that your bikinis are inclusive and cater to a diverse range of body types?"

Ensuring inclusivity is a priority for us. We achieve this by offering a range of sizes and incorporating adjustable features in our bikini designs, allowing for a comfortable and flattering fit across various body types.

"How do you see the role of accessories in complementing your 'Less is More' bikini designs?"

Accessories play a subtle yet crucial role in complementing our 'Less is More' bikini designs. We opt for minimalist accessories that enhance the overall aesthetic without overpowering the simplicity of the swimwear.

"Can you share any customer feedback or stories that highlight the success of your 'Less is More' approach in swimwear?"

We've received positive feedback from customers who appreciate the comfort and elegance of our 'Less is More' swimwear. Stories of individuals feeling confident and empowered in our designs

reinforce the success of our approach.

"Considering the evolving landscape of fashion, how do you envision the future of 'Less is More' in swimwear and beachwear?"

As fashion trends continue to evolve, we believe that the 'Less is More' philosophy will remain timeless. In swimwear, we anticipate a continued emphasis on minimalist designs, sustainable practices, and a focus on versatile pieces that stand the test of time.

"How does your brand balance the 'Less is More' philosophy with staying on trend in the ever-changing landscape of fashion, especially in the realm of swimwear?"

Balancing the 'Less is More' philosophy with staying on trend involves a careful curation of timeless elements. We prioritize classic designs while infusing subtle contemporary touches, ensuring our swimwear remains relevant and chic in the dynamic fashion industry.


"Considering the global impact of fashion choices, how does your brand encourage conscious consumerism, especially in the context of 'Less is More'?"

Our brand promotes conscious consumerism by emphasizing the quality, durability, and timelessness of our swimwear. Through storytelling and transparent practices, we aim to educate consumers about the long-term value of choosing 'Less is More' pieces and contributing to a more sustainable fashion ecosystem.

new name of THE game

Swimsuit **Less is More**
LM24306





Bikini Top **Less is More**
LM24101

Bikini Bottom **Less is More**
LM24201



Swimsuit **Less is More**
LM24305

Bikini Top **Less is More**
LM24106

Bikini Bottom **Less is More**
LM24206

A woman with blonde hair and gold hoop earrings is posing in a light green, draped bikini top. She is looking down and to the side, with her hands raised behind her head. The background is a plain, light-colored wall.

Bikini Top **Less is More**
LM24107

Bikini Bottom **Less is More**
LM24207



Bikini Top **Less is More** LM24107
Bikini Bottom **Less is More** LM24207

30

Bikini Top **Less is More**
LM24103

Bikini Bottom **Less is More**
LM24203



Swimsuit **Less is More**
LM24302

Bikini & Cover up **Less is More**
LM24104



Bikini Top **Less is More**
LM24104

34

BE MORE

Bikini Bottom **Less is More**
LM24204

Bikini Top **Less is More**
LM23106

BE MORE *35*



Bikini Bottom **Less is More**
LM23206

Bikini Top **Less is More**
LM23106

Pant **Less is More**
LM23509

36
BE MORE

Shirt **Less is More**
LM23507



Short **Less is More**
LM23508



Bikini Top **Less is More**
LM24109

Pant **Less is More**

Hair **ÖMER DURAK**
Mua Artist **FATOŞ ŞAHANLI**
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Set Design **UFUK AKÇIL**

LESS | **MORE**

