

Aquaswimwear's Mommy and Me Line Helps Moms and Kids Take Care of Each Other

LOS ANGELES, CA (SEND2PRESS NEWSWIRE) – Aqua Blue Swim and Apparel, Inc. (www.Aquaswimwear.com) today announced that they have expanded their Aquaswimwear Mommy and Me swim and sportswear line to include more go-to items to help moms and daughters empower themselves and each other.



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“I know from first hand experience that we moms can become so focused on our family’s needs we forget to take care of ourselves. We need to teach our kids that taking care of ourselves is an important part of living a healthy and fulfilling life,” said Natalie Walker, celebrated designer, mom, and President of Aqua Blue Swim and Apparel Inc. “When I stopped working after my daughter was born, I had no time to worry about what I was going to wear each day. Suddenly I found myself throwing on any old thing, and in talking with my friends who were also new moms, I realized that I wasn’t alone! So I started Aquaswimwear, and began designing simple but cute go-to items that moms on the move can grab in a snap with confidence.”

**(Photo Caption: Aquaswimwear’s “Postcards from Paradise” print. Special fitting mom’s tankini to match daughter’s NEW triangle bikini.)*

Due to it’s overwhelming popularity with moms and daughters everywhere, Aquaswimwear’s Mommy and Me Done Hip line has now expanded to include lightweight fleece and terry sets with matching tops that coordinate in colors of brown and aqua and ballet pink with polka dot bow treatments and

sparkling snowflake adornments; and a quilted vest for warmth with mobility. "They are not big oversized, sloppy clothes, but cute and chic silhouettes, so mom looks and feels cute and hip," said Walker.

Another addition to the collection is Aquaswimwear's Special Tees—T-shirts that celebrate mothers with their children. Some of the most popular styles have been: Spooky Mama/Monster Child for Halloween, Jolly Mama/Little Elf for Christmas, Super Mama/Super Boy for mothers and sons, and Dream Snow, a black long sleeve tee with a rhinestone encrusted snowflake done in a matching style for mother and daughter.

Formerly a swimwear designer for Speedo, Nautica, and Jones New York, Walker retired after the birth of her second child to spend more time on the home front. In 2001, however, after creating a line of popular coordinated swimwear to benefit her son's preschool, Natalie realized that she really missed her work. Before she knew it, Natalie had opened Aquaswimwear, featuring fabulous fitting swimsuits, sarongs, and sportswear for moms and daughters. Aquaswimwear has been growing by leaps and bounds ever since.

"I love to see the excited children and their mom's who are thrilled with these matching items, because I know that this is the kind of shared happiness that will create special memories that last a lifetime."

Natalie attributes her popularity to the fact that she is always looking for new ways to make life easier for moms, and to her post-baby-body friendly fit, that help moms of with a little extra baby weight feel young and hip. "What I've learned is that one of the most important things we moms can do for our families is to take care of ourselves," said Natalie. "When mom is happy, the family is happy."

For more information please visit www.Aquaswimwear.com

News issued by: Aquablue Swim and Apparel, Inc.

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Original Story ID: (1049) :: 2005-11-1129-001

Original Keywords: Aquablue Swim and Apparel, Inc., mommy and me, swimwear, bikini, tankini, Aquaswimwear, lightweight fleece and terry sets, Palos Verdes, Natalie Walker, post-baby-body friendly fit, coordinated swimwear, mother and daughter, fashion, clothing, Mommy and Me Done Hip line, Postcards from Paradise print, moms, parent, children, swim, pool, water Aquablue Swim and Apparel, Inc.