

STYLE & FASHION

Oh, Sandy!

Blacklist the black swimsuit—a '70s-ish beige or otherwise neutral shade is the au courant way to bring good taste to the beach

By CHRISTINE WHITNEY

STUCK ON YOUR summer swim look? Allow us to impart some inspiration: Bo Derek in the 1979 movie "10," striding down the beach in a sand-colored, one-piece bathing suit (less inspiring: her ill-advised blonde cornrows). High-cut at the leg, her undeniably sexy suit plunges at the neckline. But even if your taste skews more modest, a Bo-ish neutral suit of your own will give you distinction in the sea of yawny black maillots and cutesy polka-dot bikinis.

Nude, neutral, earth-toned—however you describe it, this season's freshest swimwear approach eschews the bold-toned suits of summers past in favor of more natural hues. Picture the palette of the Mediterranean shore, which is precisely where some of swimwear's most thoughtful designers found their cues.

Case in point: Miné Mediterranean, a year-old label created by New York-based, half-Turkish sisters Sibel and Selina Patiño. As Selina explained, "Our neutral color palette was inspired by the hues and texture of nature: the olive groves, the natural stone, the pebble beaches and the earth." French swimwear stalwart Eres also seized on the region when choosing this summer's shades, including Shammy, a clay-evoking neutral inspired by "the rocks along the La Spezia coastline," according to Marie-Paule Minchelli, head of studio for the brand. For her own line, designer Mara Hoffman, meanwhile, created pieces in earthy light browns and peaches this season, and theorized that these timeless tones are pleasing because they let you merge yourself with nature in discreet, ungarish ways: "With the neutrals you can blend in with the beach a little bit more." Call it a chic approach to camouflage.

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Why are Mediterranean hues having a moment now? "Often swim is either black or a bright color or print," Ms. Minchelli ventured. "Neutral colors for swimwear are less expected. They add a level of sophistication and versatility that you don't typically get from a highly saturated color." The Patiño sisters took it a step further: "They're subtle so they really complement every skin tone," Selina said.

Ms. Hoffman cautioned that neutrals are not a one-shade-fits-all proposition. Women should be conscious of their undertones when shopping for buff swimwear, to avoid the pitfall of looking fully naked. Though some might enjoy the faux-nude beach look, the ensuing double take is not one most of us seek. Create some contrast by going a few shades lighter or darker than your skin tone (when in doubt, try a shade of green, like the hunter-green Eres one-piece pictured). In that memorable film still, the shades of Ms. Derek's one-piece and her tan are not far apart, but you can tell that she's wearing *something*.



DOWN TO EARTH Clockwise from top left: Palma Top, \$108, Bottom, \$98, toryburch.com; Pietra Vest, \$625, minemediterranean.com; Sunglasses, \$460, Céline, 212-535-3703; Sandals, \$750, Dior, 212-214-0952; Bracelets (used throughout) \$85 and \$55, dinosaurdesigns.com. Diana Top, \$235, Bill Bottom, \$185, normakamali.com; Jacquemus Hat, \$392, farfetch.com. Ren Bikini, \$205, her-line.com; Shirt, \$795, urbanzen.com. Eres One-Piece, \$445, net-a-porter.com; Sandals, \$320, kjacques.fr; Bath Sheet, \$78, shopburkelman.com; RH, Restoration Hardware pillowcases, \$88 and \$92, rh.com

Go Beyond the Silver Spoon

As exciting as the seemingly endless stream of Instagram baby announcements can be, finding a great gift every time can feel daunting. That's why style insiders rely on the same surefire solution again and again. Here, six share their picks (and what to avoid)



Domino Kirke
Birth Doula
Go-To Gift "The First Forty Days" (\$25, amazon.com) has become the new postpartum bible. Understanding how to nourish and heal the postpartum body is key for a new family.
No-No Gift BabyBjörn's "Baby Carrier Original." It's uncomfortable for the parents' shoulders, back and neck. BabyBjörn has since designed much more comfortable carriers.

Susie Lau
Writer
Go-To Gift Aden + Anais's bandanna bibs (\$10, adenandanaïs.com). I personally can never wash them fast enough especially when babies start getting to the teething-drool/solids stage. The patterns are super cute.
No-No Gift Baby blankets. It's lovely to receive one or two but when you receive 10 of them, there is no way you can manage to use them all.

Beth Birkett Gibbs
Creative Director
Go-To Gift I'll buy a couple of organic cotton onesies in size 6-12 months from Trico Field (\$122, tricofield.net), since that's pretty much all babies wear for the first year of their life. I also like to add some style to include with the basics, so I'll buy a cool bib and cute, cozy socks.
No-No Gift A teething ring is the most useless gift: The best things for teething are homemade.

Julia Restoin Roitfeld
Creative Consultant
Go-To Gift I love Pottery Barn Kids as they have so many personalized items. My favorite are the children's books (\$39, potterybarnkids.com). You pick the story and genre, but the main character will have the name of the baby and mention his city and birth date.
No-No Gift Fancy luxury baby clothes. They are uncomfortable and will get stained in a minute!

Jenni Kayne
Designer
Go-To Gift I love gifting things that are as useful as they are beautiful. It's important to take into consideration what the parents will actually enjoy having in their home on a daily basis. I love the wooden baby gyms from the Lana Crocheting Etsy shop (\$82, etsy.com). They are perfect to place over a sheepskin throw.
No-No Gift Anything plastic! And anything too bulky.

Gucci Westman
Celebrity Makeup Artist
Go-To Gift The Bonpoint sleep sack (\$255, bonpoint.com). It is comforting to know your baby is safe and cozy, and it is also pretty! I think the feedback has been mostly that it's such a clever gift and saves you the worry of putting a blanket in a tiny baby's bed.
No-No Gift Plastic toys and only giving pink clothing to a girl and blue for a boy.
—Lauren Ingram

