

*Frankie's Bikinis*  
**Frankies**





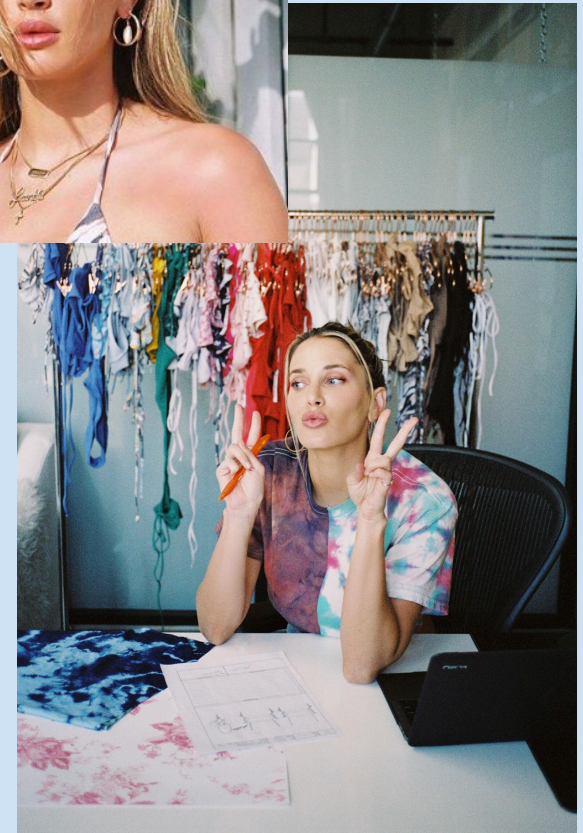
## OUR STORY

# In 2012, malibu-raised founder, francesca aiello,

began her mission to create the perfect bikini after her mother encouraged her to have suits custom made. For the copious amount of time being spent in the water, it was time she had a comfortable, but cute!, swimsuit. Soon enough she was creating bikinis for friends and began to gain further momentum when she showcased her designs on Instagram. After only two collections, Francesca became the youngest designer to ever showcase her collections at her Miami Swim Week debut in 2014.

Now Francesca's designs can be found in better retail boutiques nationwide including Nordstrom, Revolve, Victoria's Secret, Free People, and Kith. As well as worn by celebrities and it-girls worldwide including Kylie Jenner, Gigi Hadid, and Hailey Baldwin.

[Read more on Forbes.com](#) →









## RETAIL PARTNERS

NORDSTROM

**KITH**

SELFRIDGES & CO

REVOLVE

*free people*

Browne

Harrods

**VS**  
VICTORIA'S  
SECRET



# THE COLLECTION

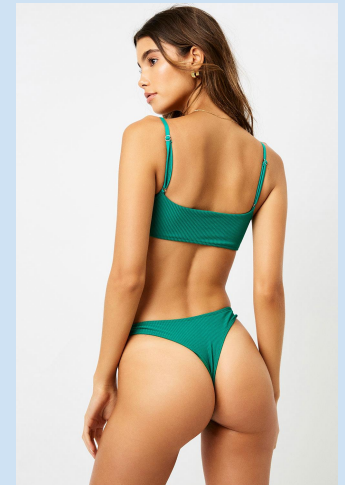
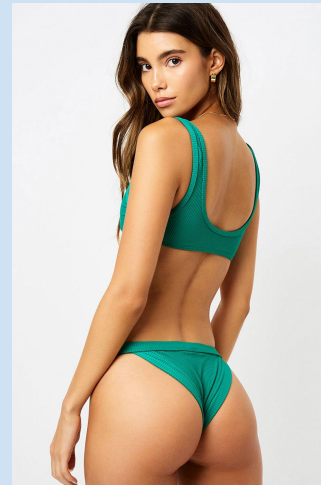
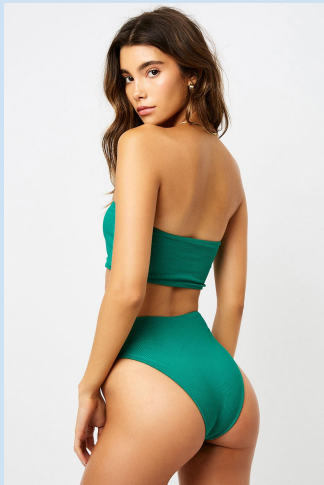


## Product Assortment

- Size range XS - XL
- Swim bottoms offered in full and cheeky coverage options.
- New collections every month.

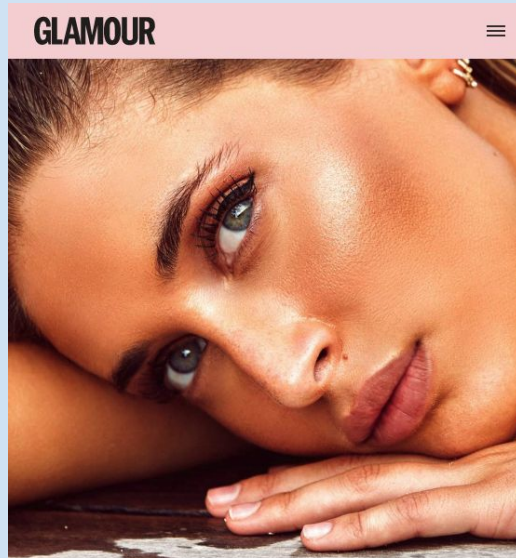
## Brand Demand

- Wholesale business 90% increase YoY
- Resort Retail business 165% increase YoY





# GLOBAL HIGHLIGHTS



SWIMWEAR

The 24-year-old behind Rihanna and Gigi's favourite swimwear label, Frankies Bikinis, talks stretch marks, inclusivity and body confidence

She founded the brand at just 18-years-old.



Kylie Jenner puts her curves on full display in a barely-there black bikini while in Turks and Caicos



**femal fashion finder** **GO** Shop for more

Get some new ink with Kylie's tie dye bikini from Frankies

There's just one problem between them, so Sofia Richie and Kylie Jenner are in a bit of a sticky position in order to sell some swimwear.

Sofia Richie's new collection for cult swimwear label Frankies has launched this week, and naturally, it's been flooding our Instagram feeds and our holiday shopping baskets.

Kylie opted for the 'Kylie' tie dye set for their trip, which features a matching 'Kylie' and 'Frankies' branding that puts you in control of your message.

A cropped bikini top is the perfect choice to gain a little more coverage from your swimwear and you can even get extra style mileage by wearing it with high waisted pants or a suit.

Click right to snap up Kylie's bikini for yourself, or wait on down to the comment below for alternative options from Figueiras, Lure Palm, Topshop and others.



Shop up with Kylie here



Selfridges Billboard on Oxford Street



Kylie Jenner and Sofia Richie are 'closer than ever' after drama 'died down' between Scott Disick and Kourtney Kardashian



**femal fashion finder** **GO** Shop for more

**Sizzle in a black bikini like Kylie wearing Frankies Bikinis**

If there is one A-list Fashion Finder can always rely on for a little swimwear inspiration it's got to be Kylie Jenner.

The makeup mogul has been flaunting her glowing beach bod whilst on the KylieBikini summer trip to Turks and Caicos in a range of sexy swimwear including this set by Frankies Bikinis.

The sporty yet sleek style crop top and cheeky briefs have gone straight on our wish list.

Whether you're living a jet setting life just like Kylie or keeping it more casual with a spa trip then make sure you're wearing this two-piece by clicking right to shop.

Alternatively, get the look for less by shopping a similar style from the carousel, which includes our favourite by On Paly!



Frankies Bikinis 'Kylie' bikini top

Copy Kylie

Buy now



Selfridges In Store Pop-Up



## GLOBAL HIGHLIGHTS



Selfridges In Store Pop-Up



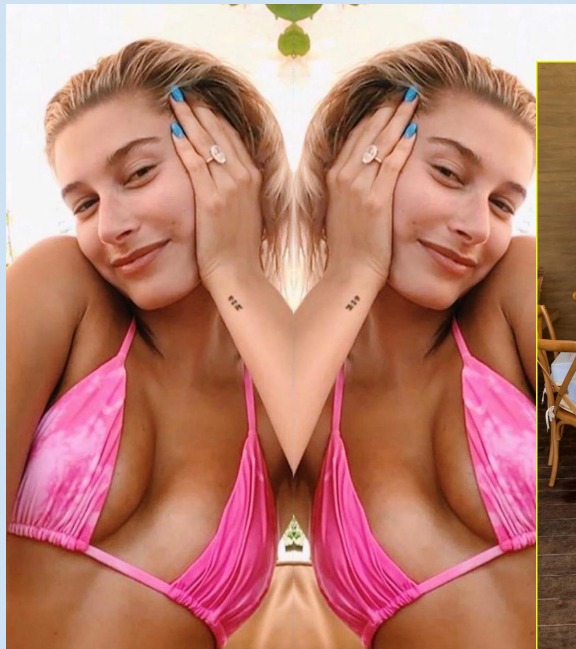




# BRAND COLLABORATIONS

## Frankies X Sofia

- Launched: July 2019
- Placements: Hailey Bieber, Kylie Jenner, Anastasia Karanikolaou, Camilla Marrone, Behati Prinsolo, Bella B Harris, Jasmine Saunders, Charlotte McKinney.
- Notable Press: Daily Mail, Popsugar, OK! Magazine, Life & Style, Just Jared, Extra TV, E! Online, Hollywood Life.









# BRAND STATS

## Customer Demographics

- 65% ages 18-34
- Median HHI: \$50-\$150K
- 78% mobile traffic

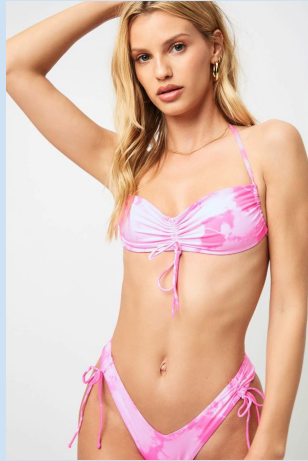
## Social Facts

- #1 Most engaged design swimwear brand on instagram
- 860K+ Followers on instagram
- 12M Monthly impressions
- 7,000 average engagements per post





# BRAND EXPANSION



Swimwear

Beachwear

Beach  
Lifestyle

The company was founded in 2012, releasing their first swimwear collection.

In 2017 the line expanded into apparel offering their first beachwear collection.

Launching the end of 2019, Frankies Bikinis will expand into Beauty offering it's first collection of essential beach beauty products.





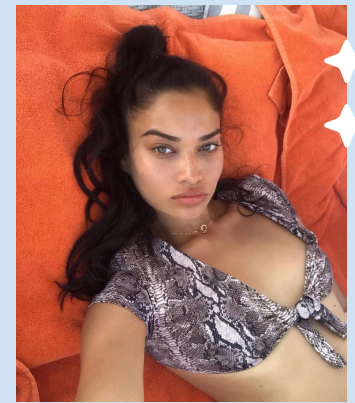


# GLOBAL INFLUENCE

Halsey

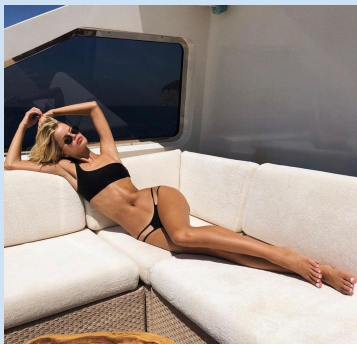


Amanda Steele

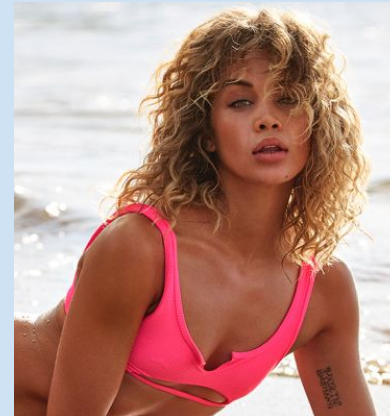


Shanina Shaik

Sofia Richie & Kylie Jenner



Jasmine Sanders



Negin Mirsalehi

Frida Aasen

Devon Carlson



# AUSTRALIAN INFLUENCE

