

Idea for custom-made swimsuits started with mom

BY DEBRA D. BASS, POST-DISPATCH FASHION EDITOR

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How'd you get the idea for your business?

The truth is that it started with my mom. We go on vacation (to Naples, Fla.) every year, and she would say, "If only we could just make a swimsuit that fit, we'd have a gold mine."

Do you still have the first suit you created?

I do have it. It's a red bikini, but no one would want to wear it. It was a prototype, and it needed some work in construction.

How do you use the body scanners?

Well, it took a year and a half to develop the software and programming to make individual patterns for each person, but the process all started in grad school when body scanning was just developing really.

What's your most extravagant swimsuit?

We have a great bikini with more than 1,000 Swarovski crystals that sells for \$699, but you can't really swim in it. Well, maybe just from the waist down. It's meant to be seen poolside, not in the water.

What suit should every woman own?

A halter bikini — or tankini, if you're modest — because they are very forgiving. I love the retro one-piece that's kind of got an evening wear influence around the neckline.

Are you a swimmer?

I was on the swim team one summer, but I wouldn't say it's my favorite sport. I'm really all about lounging by the pool instead of swimming

What's your favorite beach vacation spot?

Cabo San Lucas for true relaxation or the Kiawah Island resort near Charleston, South Carolina — I've been twice, and I love it.

How would your mom describe you in one word?

Intense. I'm even intense when having fun with the family (she laughs).



LORI COULTER

Age • 35

Home • Brentwood

Family • Husband Kelly and son Devin, 4

Education • Master's degree in business administration from Washington University

What she makes • Lori Coulter Made-to-Order Swimwear, 314-727.9879