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Summer



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Splash of Style

Lori's designs are meant to enhance a woman's shape and give her the confidence to enjoy wearing her swimsuit. Dressmaker details define the suits, making them unique and easy to wear.

LORI COULTER,
SWIMWEAR DESIGNER
AND OWNER OF
LORI COULTER®
MADE-TO-ORDER
SWIMWEAR,
MIXES COLOR, STYLE AND
TECHNOLOGY TO CREATE
the perfect swimsuit

EDITED BY JUDY UELK PORTRAIT BY COLIN MILLER/STRAUSS PEYTON

Q
+A

SLHL: Can shopping for a swimsuit really be a lot of (wait for it), FUN?

LC: Yes! That's the theory behind my swimwear designs. It's

no secret that going into the dressing room laden with 10 suits and crossed fingers is no picnic. In fact, not many women even leave the store with a suit they're in love with.

SLHL: How is your swimwear different?

LC: For us, swimwear is a mission. At Lori Coulter, we marry technology and fashion to make every customer a perfect swimsuit.

SLHL: How exactly do you do that?

LC: Using a process called TrueMeasure® a TrueTailor digital body scanner creates a 3-D model of a customer's body, capturing over 140 measurements and determining her unique body type — in less than one

minute! The customer then works with a TrueConsultant swimwear expert to choose styles that flatter her silhouette and customize the design of her suit, which arrives at the studio about two weeks later.

SLHL: It sounds pretty easy.

LC: It really is. And every woman should have a swimsuit that she loves. Women are notorious for not treating themselves. We always tell our customers that you don't have to "earn" a swimsuit. You should have one that makes you feel beautiful and confident and that is functional as well.

SLHL: Do most of your customers buy for a special occasion or a trip?

LC: It's true that a lot of our clients are looking for a suit to take on vacation, but lots of St. Louis homes have pools these days, and our customers like to have a swimsuit they feel comfortable wearing around their own pool or when they go to friends' homes.

SLHL: Where do you find inspiration?

LC: I'm inspired by art, vintage fashion and nature. My mother's shade garden has actually been an inspiration to me. Interior design dictates much of what happens in fashion, too. Golds and yellows are big right now, and of course brights are always important in swimwear. Neutrals, jewel tones and metallics are also very popular. I love vintage swimwear, which is evident in our current collection.

SLHL: Where can our readers find Lori Coulter made-to-order swimwear?

LC: Right now, we have a design salon located in the Macy's store at Chesterfield Mall.

SLHL: What advice can you give to those of us with a swimwear phobia?

LC: It's so important to be true to your authentic style and interpret trends in a way that pleases you and fits your personality. ■ See www.stloushohomesmag.com for resources.