

# JANTZEN™

## Brand History

Jantzen is one of the world's oldest and most recognised brands in swimwear. The Jantzen brand origin dates back to 1910 in Portland, Oregon. The "Oregon Knitting Company" were making knitted suits for a local rowing team, which in turn led the company to market a "bathing suit" which they offered through their catalogue of knitted products. Little did they know they were establishing themselves as swimwear pioneers.

By 1918 the company had created a niche for themselves in a very young swimwear industry. The suits were coined "Jantzen bathing suits". The swimwear was made from 100% wool and matching caps and socks were the look of the day.

During the 20's & 30's Jantzen established itself as a national brand synonymous with fit and style. Sales spread throughout Europe, the Americas and Asia. The red Diving Girl icon had become an international symbol and could be even spotted as a car bumper sticker in the early days of the motor industry. Endorsements by celebrities began with 1924 Olympic Games champions Johnny Weismuller and Duke Kahanamoku of Hawaii. Fashion was becoming increasingly important. So "Color Harmony," a range of colours and colour combinations, was introduced to suit the coloration of every swimmer.

In the 30's & 40's Jantzen catalogues featured upcoming movie stars, including Loretta Young, Joan Blondell, Ginger Rogers, and Dick Powell. Jantzen's philosophy of flattering the female form defined the company. On through the 20<sup>th</sup> century, with every passing decade, Jantzen would find itself at the forefront of swimwear design, fashion and marketing creating many memorable advertising campaigns and swimsuits that would capture the world's attention.

With licensee's and offices across every continent Jantzen is now a wholly owned subsidiary of Perry Ellis International (inc), based in New York. Perry Ellis own a stable of internationally recognised brands.

Skye Group are the Jantzen licensee's for Australia, New Zealand, Europe and the UK. With the Skye Group design headquarters in Sydney Australia, they bring over 20 years experience in the design and manufacturing of swimwear labels. Drawing inspiration from the Jantzen archives, the 2012 Jantzen range from Skye Group is an eclectic mix of classic silhouettes with contemporary styling coupled with outstanding fit and quality.



Images 1 & 2 from Jantzen archives, courtesy Perry Ellis inc. Image 3 courtesy Skye Group

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