

Tommy Bahama®

Tommy Bahama Launches the Cabana Room A New Swimwear Retail Concept in its New York City Flagship Store



Tommy Bahama Cabana Room

Tommy Bahama has launched the *Cabana Room*, a new swimwear shop-in-shop concept at its New York City flagship store. The *Cabana Room* delivers an immersive swimwear shopping experience in an inviting environment reminiscent of a modern resort cabana. Offering an expansive assortment of *Tommy Bahama* women's swimwear, cover-ups and accessories, the *Cabana Room* also features digital access to the complete swimwear collection and trained fit specialists on hand to provide the ultimate in customer service.

The *Cabana Room* occupies 300-square-feet of retail space. Located directly inside the store's 45th Street entrance, the *Cabana Room* has the look of a luxury resort with white washed wood floor, warm interior lighting and classic cabana stripe curtains dramatically draped from floor to ceiling to enclose the space. A comfortable lounge area just outside the *Cabana Room* entrance invites guests to sit and relax in modern outdoor teak seating from the *Tommy Bahama Home* "Tres Chic" collection.

The *Cabana Room's* trained fit specialists work with guests to define their swimwear needs and recommend a selection of styles to fit and flatter. Many women have never had a proper swimwear fitting, so having the help of a trained fit specialist gives an added boost of confidence and provides quality personal service. To further enhance the shopping experience, the *Cabana Room* features two Swim Finder video screens that display a digital catalog of the entire *Tommy Bahama* swimwear assortment. Guests can use the monitors to select any item, including those not available in the *Cabana Room*, and have it shipped directly to their home.

For Spring 2017, the *Tommy Bahama Swim* collection ranges from the barest of bikinis to figure flattering one piece styles. Favorite two piece styles include bikinis with triangle tops and side tie bikini bottoms; one shoulder and high neck cross back halter bra tops; sporty and sophisticated tankinis; and high waist or hipster style bottoms. One piece suits are a key trend for the season and *Tommy Bahama* has the ultimate in a plunge back maillot, a bandeau one piece suit and a triangle top one piece with lace-up back. Original tropical and botanical prints, stripes, patterns, natural Shibori and batik prints make a splash. *Island Sculpt*, a new capsule collection, features an innovative fabric that shapes and enhances a woman's curves. Rash guards, which continue to gain popularity, come in short and long sleeve zip front styles or wetsuit inspired zip back versions – and contain UPF for added protection. Cover-ups in a variety of sportswear-inspired styles include boyfriend shirts, tunics, relaxed beach pants, joggers and popover hoodies.

The *Cabana Room* at *Tommy Bahama's* New York flagship store features the complete collection of women's swimwear styles in an intimate setting that offers exceptional customer service, making it the ultimate, year round swimwear shopping destination.

