

AQUA TECH

AQUA TECH represents a performance-driven men's swim and hybrid program developed from the ground up as a technology-forward brand platform. The work encompassed full brand creation, silhouette architecture, textile and print systems, technical innovation (Underboard™ support concept), hangtag systems, and seasonal color direction—built to compete in the premium active swim market.

I led the creative development end-to-end, establishing the visual identity, product engineering language, and commercial assortment strategy. The program integrates technical fabrication, engineered construction, and brand consistency across graphics, trims, packaging, and in-store presentation.



T-Tech Swim Top
TechFlex™



Barracuda
AquaFlex™



AQUA TECH

UNDERBOARD-24
UltraFlex™ Support Innerwear



TRIMS

AquaBond™ Zippers



Zipper Pull



Logo Reflective Heat Transfers



Rubber Drawcord Tips



Grommets



Fabric Attributes



Premium
4-WAY STRETCH



UPF 50+

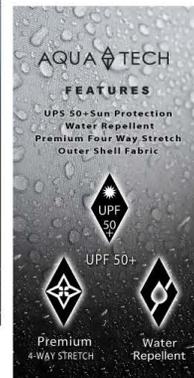


Water
Repellent

Main Label



HANG TAGS



MENS PREMIUM SWIM Customer Profile

Demographics
Age 25 - 45 Core target: 28 - 38

IDENTITY
Late Generation X to Early Generation Y
Sees the value of technology
Appropriately cool, but true to self
Values family, friends, health and wellness

LIFE POSITION
Homeowner
Suburban living
Finds clothes when shopping for the family, or when his wife is shopping for him
Browses for clothes online

BENEFITS SOUGHT IN APPAREL
A fusion of fashion and function
Must reflect his lifestyle as young and active (body and mind)
Comfort and versatility are critical
Cares about:
- quality
- fabric (especially handfeel)
- cost/value equation

BRAND ATTITUDE
Performance driven fashion
Functional
Innovative

LIFESTYLE
Young suburban professional
College educated
Moving beyond allure of metropolitan lifestyle
Member of a gym or outdoor club rather be within driving distance of:
- beach
- lakes
- mountains

EYSOM
HILL CITY
lululemon
NIKE LAB Y3

The brand AQUA TECH was built upon a clearly defined premium performance consumer: active, fitness-oriented, and design-conscious. Market research focused on behavioral patterns, lifestyle habits, purchasing psychology, and competitive white space within men's swim and hybrid performance categories.

Positioning centered on bridging athletic performance with technical lifestyle swim—occupying space between surf heritage brands and compression-based athletic systems. The result was a focused, commercially viable brand framework grounded in consumer need rather than trend reaction.

AQUA TECH is built on the principle that performance technology and modern design must function as one system. Fabric selection, stretch architecture, seam construction, ventilation mapping, and bonded components are engineered first for performance quick dry, water repellency, UV protection, durability then refined through silhouette, proportion, and surface treatment to ensure modern wearability. Technical elements such as AquaFlex™, AquaBond™ construction, and Underboard™ support are integrated into the visual language of the garment rather than added as afterthoughts. The result is product that performs at a high level in and out of the water while maintaining a clean, athletic, and commercially relevant aesthetic.

AQUA TECH

A Foundation Of Tech & Innovation Fused With Fashion

Utility

Features and Benefits
Quick Dry
Water Repellent
UPF 50+
Anti-Microbial

Healthy Lifestyle

Fitness

Functionality

BRAND DNA

Technology-Driven Product Development

AQUA TECH

TECH Is Our DNA
Performance Swimwear
Designed And Engineered
For All Your
High Energy Activities
In And Out Of The Water

Water Repellent

TechFlex™ 4-WAY STRETCH

UPF 50+

UPF50+excellent

This product provides good protection from the harmful effects of UV radiation from the sun.

Features and Benefits

1. Water Repellent
2. Quick Dry
3. UPF 50+
4. Anti-Microbial

Elite Underboard®

Elite Tech Swim Top

AquaBond™ Zippers

AquaBond™ Side Seams & Pockets

Removable Waterproof Pocket

Sport Elastic Waistband

AQUA TECH DNA was constructed around performance engineering. Core innovations—including **Underboard™** support, **AquaFlex™** stretch systems, **AquaBond™** waterproof construction, and **UPF 50+** protection—were integrated at the structural level of each garment.

I directed all silhouette development, fabrication selection, seam engineering, trim design, and detail execution. Every graphic application, zipper placement, grommet selection, and hangtag system reinforced a consistent technical narrative.

The outcome was a production-ready, scalable performance swim system aligned with premium athletic standards and commercial retail success.

COLOR and trim direction begin with the defined consumer and market position. I establish a structured palette built on core volume drivers, seasonal energy accents, and technical tones that align with forecasted trends while remaining true to brand DNA. Competitive benchmarking and retail context guide saturation, contrast, and depth to ensure commercial clarity. Trim—grommets, drawcords, zippers, stitching, interior details—is treated as a system, reinforcing the brand's identity and performance positioning rather than serving as decoration. The result is a cohesive, scalable color and trim architecture that supports sell-through, shelf recognition, and seasonal continuity.

AQUA TECH

COLOR

WHITE, BLACK, GREY, SILVER, METALLIC, CHARCOAL, BLUE STEEL, AQUA, ICE BLUE, CONCRETE, NAVY, COGNET, GREEN

AQUA TECH

T-Tech Swim Top TechFlex™

2ST Elite L-Tech Swim Top



- Size S-XXL
- Fabric: 4-way stretch Aqua Dry® micro mesh®
- Logo heat transfer left front shoulder
- Icon heat transfer center back
- Aqua Dry® mesh underarm ventilation splice
- Contrast bonded seams

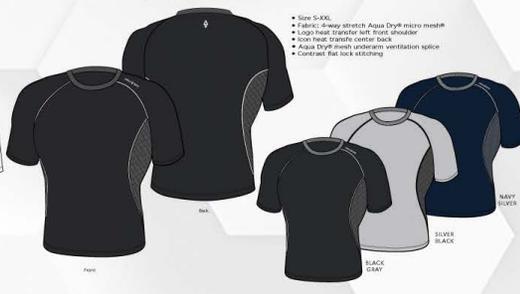


1SS Short Sleeves Swim Top



- Size S-XXL
- Fabric: 4-way stretch Aqua Dry® micro mesh®
- Logo heat transfer left front shoulder
- Icon heat transfer center back
- Aqua Dry® mesh underarm ventilation splice
- Contrast flat lock stitching

1ST S-Tech Swim Top



- Size S-XXL
- Fabric: 4-way stretch Aqua Dry® micro mesh®
- Logo heat transfer left front shoulder
- Icon heat transfer center back
- Aqua Dry® mesh underarm ventilation splice
- Contrast flat lock stitching

2ST L-Tech Swim Top



- Size S-XXL
- Fabric: 4-way stretch Aqua Dry® micro mesh®
- Logo heat transfer left front shoulder
- Icon heat transfer center back
- Aqua Dry® mesh underarm ventilation splice
- Contrast flat lock stitching

UNDERBOARD-24 Support Innerwear

AQUA TECH

- Size S-XXL
- Outseam 24" • Inseam 13"
- Fabric: 4-way stretch Aqua Dry micro mesh®
- Jacquard waistband
- Logo heat transfer left leg
- Icon heat transfer back right leg
- Aqua Dry® mesh drainage/ventilation splice



- Size S-XXL
- Outseam 13" • Inseam 5"
- Fabric: 4-way stretch Aqua Dry micro mesh®
- Jacquard waistband
- Logo heat transfer left leg
- Icon heat transfer back right leg
- Aqua Dry® mesh drainage/ventilation splice





HAMMER

7" Tech Volley



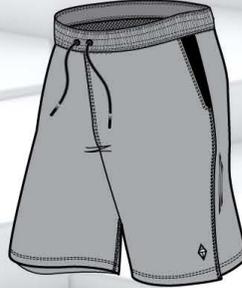
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7" Volley Splice



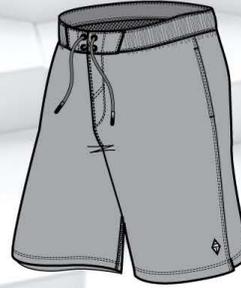
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Core Volley



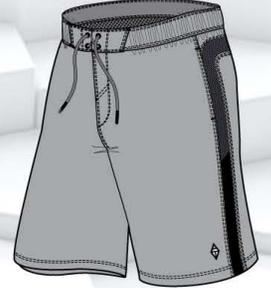
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Basic Tab Volley



AT S19-002

Tab Volley Splice

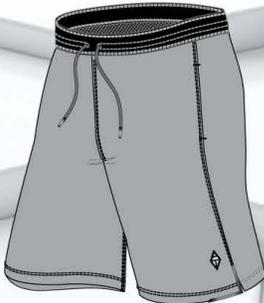


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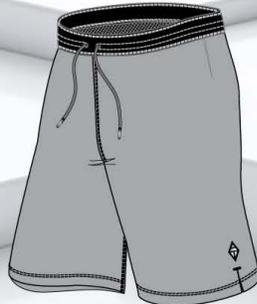
MANTA

Volley



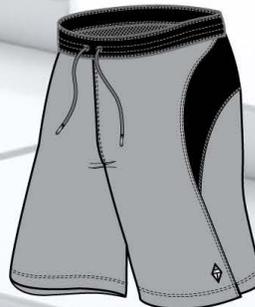
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Two Panel Volley



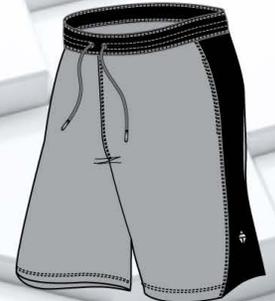
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Yoke Splice



AT S19-006

Volley Splice

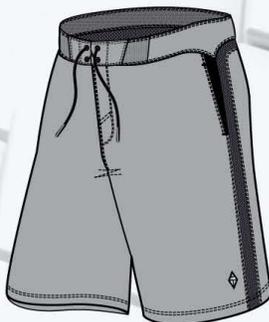


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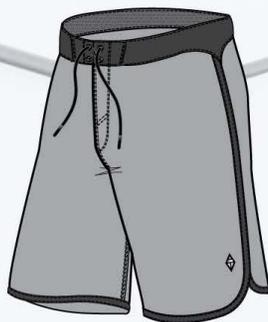
MORAY

Tech Board Short



AT S19-008

Surf Board Short

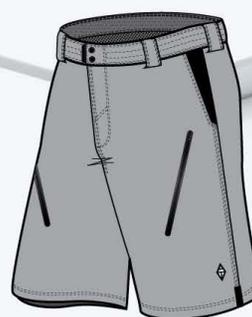


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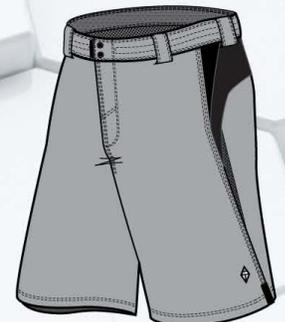
GATOR

Utility Hybrid Short



AT S19-010

Tech Hybrid Short



AT S19-011



