

A Z U R E



SS25 Lookbook

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Sculpted For Confidence, Designed For Luxury

Azure Fashion London, founded in January 2023, is a luxury swimwear brand focused on creating flattering, but stylish swimwear that combines sexiness with sophistication, proving neither your style or comfort needs to be sacrificed in order to look and feel amazing.

Azure Fashion London was born out of a shared frustration among women seeking swimwear that balances both elegance and sexy, all whilst flattering our bodies. Drawing on years of personal experience with the challenges of finding the 'perfect' swimwear, Azure aims to fill a gap in the market with designs that are not only sexy but also embrace a more refined and elegant approach, whilst flattering and supporting.

Azure's thoughtfully crafted pieces are hand-designed, and made from our ocean's plastic bottle waste, without sacrificing quality or comfort. With flattering, comfortable cuts and adjustable features thoughtfully tailored to celebrate our bodies and provide customers with more choice and freedom, body positivity is at the core of everything they do, encouraging women to embrace their sexy, confident style.

Azure believes that 'sexy' isn't about showing the most skin, it's about feeling empowered, elegant and confident in your own.

Just after a year of trading, Azure became a brand partner on Silkfred.com, and popped up in John Lewis stores across London during Summer 2024. Azure's designs have become a favourite with many celebrities, such as ITV's The Only Way Is Essex Amy Childs, Love Island's AJ Bunker, Bethan Kershaw from Geordie Shore, Peggy Rose from Married At First Sight UK S23, Hayley De Sola Pinto, from Bravo's Below Deck, as well as TV Presenters such as Danielle Mason, Hayley Sparkes and Hayley Palmer.

A Z U R E

The Lace Me Up Swimsuit

Show a little, or a lot with adjustable front and side laces which can be loosened or tightened to suit your individual shape, or preference. This suit is crafted with an inbuilt hourglass shape that acts like shapewear, whilst thick, figure hugging material expertly contours and enhances your natural curves. With medium coverage bottoms and sexy laces, this sculpting swimsuit is the most perfect blend of sexy and sophisticated.



Delivers improved comfort with adjustable neck strap

Bust padding lifts and enhances upper body shape



Sexy laces can be adjusted to suit body type and desired look

Provides long term use with quality material that won't turn

The Blue Mosaic Set

Inspired by the tiles in the Ancient Roman Baths, The Blue Mosaic Bikini's high-cut bands cinch in your figure for a secure fit which defines and holds your shape.

You decide the placement of the movable bands to best flatter your individual shape. Sexy meets classy, as the cut out bands emphasise an hourglass figure, and show a little skin, whilst the medium coverage bottoms, and secure top keeps you looking sophisticated.



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Removable padding to enhance and lift bust

Glamorous low 'V' cut top shows just enough skin to be flirty

Exaggerates an hourglass shape with adjustable elastic banding to draw in waist and hips for support and shape



Exotic, signature azure blue and gold combo, with roman-themed glittery gold thread for added glamour

The Black Mosaic Set

The Black Mosaic Bikini features double bespoke bands that wrap gracefully around your torso, cinching in your waist for a striking exaggerated hourglass silhouette. The adjustable bands on the hips allow for a personalised fit, enhancing your natural shape. With medium coverage for a refined look, the low V-cut top and cutouts in the bands in a classic black and gold combo offer just the right touch of allure, letting you reveal a hint of skin while keeping it classy.



Glamorous black and gold combo with glittery gold thread detail with adjustable elastic banding to draw in the waist and hips

Creates an hourglass figure with double bands for support and shape



Glamorous low 'V' cut top shows just enough skin to be flirty, whilst removable padding enhances and lifts the bust



*Removable padding and adjustable
shoulder straps to enhance and lift bust*

*Gold-thread detail that glistens
in the sun*



The Lilac Mosaic Bikini

Inspired by the intricate tiles of Ancient Roman Baths, the Lilac Mosaic Bikini exudes glamour and luxury. The high-cut, adjustable bands cinch in your figure, offering a secure fit that enhances and defines your natural shape. You control the placement of the movable bands to best flatter your unique silhouette. Striking the perfect balance between sexy and sophisticated, the cutout bands highlight an hourglass figure and reveal just the right amount of skin, while the medium-coverage bottoms and supportive top ensure a polished, classy finish.

New, shimmery lilac colourway of an Azure classic, The Mosaic Set.

Bespoke banding inspired by the tiles in the Ancient Roman Baths

Movable elastic banding to cinch and support the hips

Low V-cut top with medium coverage bottoms

The Black Medusa Swimsuit

Embrace timeless elegance with this Medusa-inspired swimsuit, crafted from a glistening black material that catches the sunlight beautifully. This striking design features sexy gold snake rings with green eyes, embodying Medusa's captivating power and allure. The classic black and gold color combination exudes sophistication, while the cutouts show a little skin. Comfort meets style, as you can cinch in your waist with a bow that can be tightened round the back, for an exaggerated hourglass silhouette and extra support.

Classic black and gold colour combo

Perfect blend of sexy and classy with cheeky cut-outs, and medium coverage back

Adjustable and removable neck ties for additional lift and support

Seamless finish for a smooth silhouette to avoid unwanted bulging

Adjustable waist tie that can be tightened to cinch in and exaggerate your curves



Removable padding to enhance and lift bust

Black material that glistens in the sun



Bronze snakeskin-textured material that glistens in the sun



The Bronze Medusa Swimsuit

Unleash your inner goddess with this striking Medusa-inspired one-piece swimsuit. Crafted from a glistening bronze snakeskin-textured material, this design shimmers beautifully under the sun, exuding confidence and power. The statement cutouts and gold snake hardware add an alluring edge, channeling Medusa's mythical charm, perfect for those who dare to stand out.

Removable padding to enhance and lift bust

Seamless finish for a smooth silhouette which avoids unwanted bulging



Adjustable tie to cinch and exaggerate your waist

The Medusa Bikini Set

Transform into a modern-day goddess with this Medusa-inspired bikini set, designed to captivate and command attention. Crafted from a shimmering bronze snake-skin fabric that glistens beautifully in the sunlight, this striking two-piece features golden snake embellishments that exude mythological allure. The bandeau-style top provides a flattering fit with adjustable straps that can be removed, and thick padding that provides extra support. Elongate your legs, with bottoms that can be adjusted to fit the size and shape of your hips, with bows that sit just above your hips. This glamorous set is the perfect blend of elegance and power, making it your ultimate swimwear for making unforgettable statements by the pool or beach.



Bronze snakeskin-textured material that glistens in the sun

Removable padding to enhance and lift bust



Adjustable hip ties avoiding unwanted bulging

Dramatic snake-themed hardware



The Medusa Coverup Skirt

Complete your sexy Medusa-inspired look with this stunning bronze snakeskin-textured skirt, designed to complement the Medusa swimsuit and bikini. Featuring the same glistening fabric that catches the light beautifully, this adjustable V-cut skirt is perfect as a chic beach cover-up with The Medusa Bikini, or as a statement piece with The Medusa Swimsuit. The adjustable drawcords allow you to tailor the length to suit your shape or style, while the v-cut waistline enhances your silhouette for a flattering and confident look.

Adjustable drawcords so you can choose the length of the skirt to suit your shape and style

Ruched effect with V-cut at waist and hem which elongates the legs

Go from beach to bar, with a mini skirt coverup, that matches The Medusa Bikini and Swimsuit

Bronze snakeskin-textured material that glistens in the sun



Clasp hidden behind zip for extra support around the bust

Functional zip on the top so you can decide how much skin to show

Removable padding to enhance and lift bust



The Shelby Bikini Set

Rev up your swimwear game with this Formula 1-inspired bikini, where sporty meets chic. This sleek black two-piece features bold white piping, mimicking the aerodynamic lines of racing cars, and a functional zip-front top for an edgy, modern touch. The seamless high-waisted bottoms provide a flattering fit, whilst the medium coverage, and thick material ensures comfort and class. Designed for those who love standout fashion, and functionality, this bikini is perfect for poolside lounging or making waves at the beach.

Racing Inspired Statement Piece designed to turn heads!

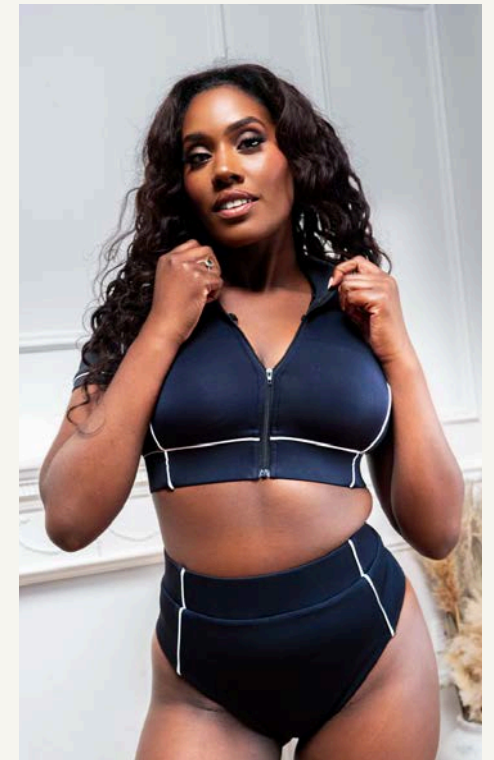
Sporty and Supportive Formula 1 design perfect for watersports

Thick quality material supports and holds your figure

Seamless finish for a smooth silhouette to avoid unwanted bulging

Medium coverage bottoms ensures a sophisticated look

Exaggerates an hourglass shape with elastic banding to draw in waist for support and shape



Classic Triangle Bikini Top with bold animal print

Thick, supportive material



Mid-rise bottoms with adjustable hip drawcords

The Jungle Fever Bikini

Turn heads with our vibrant Jungle Fever Bikini Set, featuring a bold, neon animal print that exudes confidence and style. This striking two-piece includes a classic triangle bikini top with removable padding and adjustable neck and back straps for the perfect fit and support.

Matching mid-rise bottoms feature adjustable drawcords at the hip, so you can choose thickness of the bikini around your hips, depending on your shape and style. Thick material ensures your bikini won't turn see-through, whilst the seamless finish on the bottoms helps to avoid unwanted bulging around the hips, for a flattering look.



Adjustable back ties with gold trims to fit your back size



*Light-weight, breathable
mesh material*

The Jungle Fever Mesh Skirt

Unleash your wild side with the coordinating mesh maxi skirt, designed with a thigh-high slit for an effortlessly chic and sultry finish. Perfect for transitioning from beach to bar, the lightweight mesh fabric provides a breezy feel while showcasing the bold print in all its glory. Keep it casual with sandals for lounging around the pool, or dress it up with heels to dance the night away!

Comfortable enough for poolside lounging, bold enough for day-time partying!

Elastic waist banding for a comfortable fit

Bold animal print in vibrant neon colours designed to make a statement!

Thigh-high slit, perfectly positioned to show a little skin, whilst the maxi length keeps it classy



The Artemis Set

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Named for mighty Artemis, this set captures the essence of her bravery and power. Created with a bold animal print, the cut soars to show off your curves. The lace-up front on the bottoms smooths the tummy, and seamless bottoms avoids the swimsuit digging in. The bandeau top offers full coverage and support as the gathered centre is fully adjustable to customise your fit. Sultry, off-the-shoulder straps are removable for sunbathing for the perfect tan or for a different look.



Adjustable drawcords to create a ruched effect for bigger busts or a more secure-fit for smaller busts

Off-the-shoulder arm straps that can be removed for an even tan

Secure bandeau top with grip tape which sticks to skin to prevent slippage

Removable bust padding to lift and enhance shape

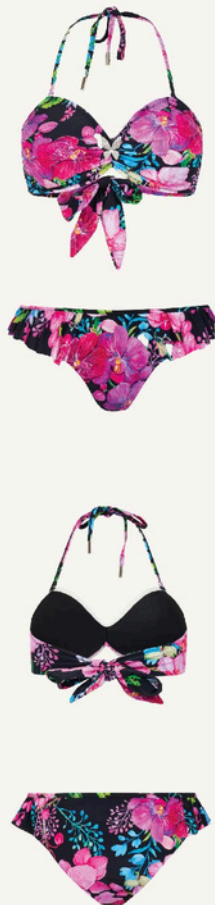
High-waisted bottoms to help cinch in the waist and exaggerate an hourglass figure





The Butterfly Set

The Butterfly Bikini features a low rise bottom, with delicate wings of fabric which subtly widen the hips enhancing an hourglass shape, whilst also creating a touch of feminine charm. Adjustable neck ties and removable padding provides just the right amount of support, while the back straps are designed to prevent any uncomfortable digging or bulging which you can get with clasps. At the center, a sparkling diamanté butterfly adds a touch of glamour, offering a hint of shine without the need for extra accessories.



Glitzy diamanté butterfly for effect

Low rise bottoms with cute butterfly-themed frills that accentuates an hourglass figure

Grip tape around the top to keep in place



Cute, ruffled bandeau shape top with adjustable back straps rather than clasps for a more flexible and comfortable fit, and removable bust padding for support and lift.

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Classic black and white colour combo

Glitzy diamanté buckle for added glamour

The Monochrome Muse Bikini

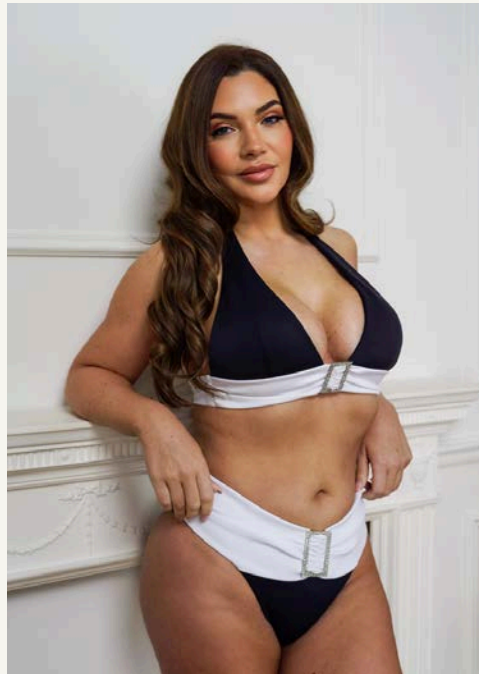
Designed to flatter and enhance your curves while offering ultimate comfort and style, the high-waisted bottoms include a thick, supportive waistband that cinches your waist for a beautifully contoured silhouette. The top features a plunging neckline with a glamorous diamanté buckle, an adjustable back tie and removable padding, ensuring a customised fit without any digging or bulging into your skin.

Classy medium coverage bottoms

Low V-cut top with banding for extra support

Adjustable neck and back straps to best fit your shape

Removable padding for lift and support



Thick waist band, to support and cinch

Removable padding for lift and support

Adjustable off-the-shoulder straps



Delicate removable pearl chains for a graceful, elegant appearance, perfect for brides to be



The Pearl Bikini

Elevate your swimwear collection with The Pearl Bikini, a show-stopping design that exudes elegance and glamour. Crafted in a glossy, pearled hue, this bikini reflects light beautifully for a radiant, luminous finish. Delicate pearl chain accents add a touch of opulence, draping effortlessly to create a look that's both sophisticated and bold. Perfect for beachside soirées, hen dos and honeymoons, this bikini is designed to make you shine.

Adjustable back tie to better fit your shape and helps avoid unwanted bulging
Shimmery, pearlescent material reflects the light, for an eye-catching look
Ruched mid-rise bottoms support and sit perfectly on the hips

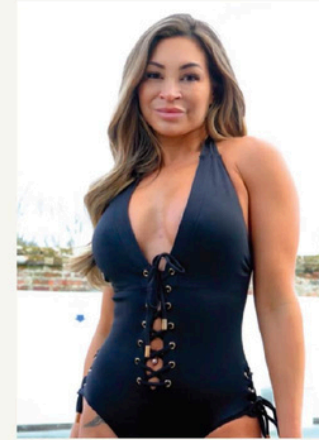
Celebrity approved...



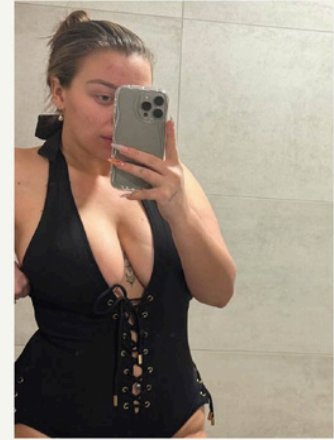
Amy Childs - TOWIE



Hayley De Sola Pinto - Bravo Below Deck



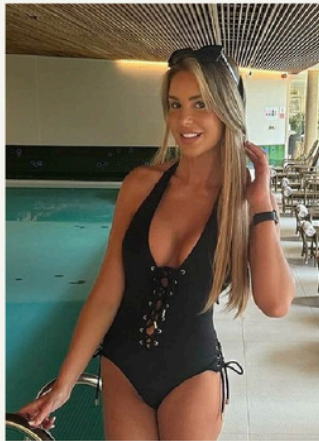
AJ Bunker - Love Island



Bethan Kershaw - Geordie Shaw



Danielle Mason - TV Presenter



Peggy - Married At First Sight



Hayley De Sola Pinto - Bravo Below Deck



Hayley Sparks - TV Presenter



AJ Bunker - Love Island

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