

A woman is lying on her back on a dark, pebbly beach. She is wearing a red, sparkly, one-piece swimsuit with thin straps and bows. Her eyes are closed, and her expression is peaceful. The background shows the ocean waves breaking on the shore. Overlaid on the image is the text "COLOMBIA SWIM WEEK" in a large, white, serif font. Above the text is a white sunburst icon flanked by two horizontal lines. Below the main text is "I EDITION" in a smaller, white, sans-serif font. At the bottom center, "NOVEMBER 2025" is written in a white, sans-serif font. In the bottom right corner, a pair of black sunglasses is visible.

COLOMBIA
SWIM WEEK
I EDITION

NOVEMBER 2025

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COLOMBIA
SWIM WEEK

We present Colombia's pioneering national swimwear fair, where fashion, entertainment, and culture converge. It offers an ideal opportunity for emerging talents to showcase their collections, with a special emphasis on sustainable processes and materials. It also highlights Colombian brands and designers—both national and international—who aim to support the industry's growth in our country.

Our inaugural edition will take place at the Mocawa Resort Hotel in Quindío, welcoming 12 selected brands to present their offerings at the first edition of Colombia Swim Week.

www.colombia-swimweek.com





WHO ARE WE?

NIA VASQUEZ

**CEO & FOUNDER Colombia Swim Week
Ibiza Swim Week**

**Marketing Consultant - Luxury and fashion
Brand Manager Cocora Shop, Founder Ibiza Swim Week.**



NIKOLAS LONDOÑO

Fashion designer, stylist, and personal shopper with over 10 years of experience in the industry.

He has worked extensively in Bogotá on fashion runways and in television styling.



ALVARO JAVIER MORA

Event organizer and stage designer with over 30 years of experience.

He has worked on major events including the National Coffee Pageant, FIFA ceremonies, the Yipaos Parade, and the Fiestas of Armenia.



OUR PROPOSAL

The first day will be dedicated to a tradeshow, featuring networking sessions between companies and exhibitors, talks about the swimwear market, and Colombia's potential as an exporter.

This day will also include fittings and a full rehearsal for the main event.

The second day will be all about the fashion show, followed by an after-party with renowned Colombian artists and special performances designed to surprise and delight our guests.

THE SWIMWEAR FASHION FESTIVAL

We will feature guest artists, DJs, shows, and surprises for all attendees.

Exclusive Colombian Swim Week merchandise and handcrafted goods from Quindío will be available for purchase.

www.colombiaswim-week.com



Our show

12 BRANDS

1 INTERNATIONAL GUEST BRAND

35 MODELS

15 INTERNATIONAL MODELS

20 NATIONAL MODELS



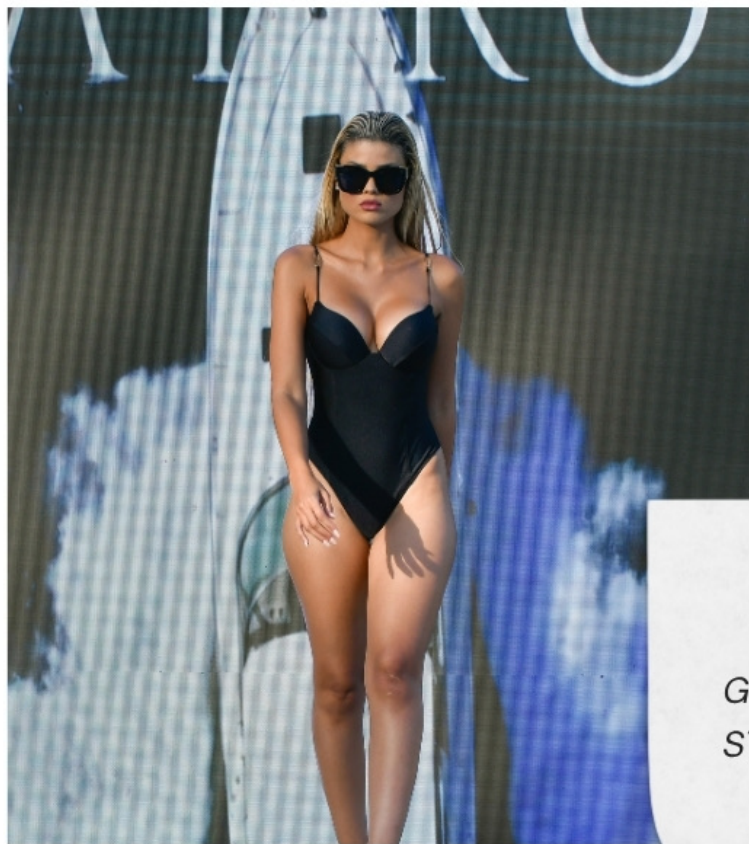


A spectacular, sustainable resort nestled in the heart of Quindío's natural landscape.
A peaceful haven with all the facilities and infrastructure needed to host an event of this magnitude.
Location: La Tebaida, Quindío

Svenue MOCAWA RESORT



KAMILLA SULENG



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LUANA LARKIN

INTERNATIONAL GUEST MODELS

GERMANY, UNITED
STATES, ENGLAND



CARA JOYCE



CONSOLIDATED TALENTS

Colombia is home to internationally renowned brands—leaders who elevate our name to the forefront of the industry. Their presence at our event is essential, not only to boost their profile but also to inspire and set a standard for other brands.

NEW TALENTS

We will issue an open call through partner networks and organizations, alongside personal invitations to pre-selected designers and brands. Applications submitted via our website will also be considered.

www.colombiaswim-week.com



DESIGNER PACKAGES



*2,500.000 Pesos (tax incl.)
650 US Dollars*

ZAFIRO

8 LOOKS

Includes Models

Hair and Makeup

Photo and video of the event

Mention on Web and Social

Networks for 1 year

2 Backstage tickets.

2 Tickets for the show and cocktail
party



*3.500.000 Pesos (tax incl.)
900 Dóllars*

ESMERALDA

12 LOOKS

Includes Models

Hair and Makeup

Photography and video of the
event

Mention on Web and Social

Networks for 1 year

2 Backstage tickets.

4 Tickets for the show and cocktail



*5.000.000 Pesos (tax incl.)
1300 Dóllars*

DIAMANTE

16 LOOKS

Includes Models

Hair and Makeup

Photography and video of the event

Mention on Web and Social Networks
for 1 year

3 Tickets for backstage...

6 Tickets for the show and cocktail

Opening or Closing of the show

Live music or performance.



COLOMBIA

EL PAÍS DE LA BELLEZA

EMERGING TALENT AWARD

We will host a competition, awarding one designer the opportunity to present their brand at the event.

INFLUENCERS

We will invite and collaborate with influencers from across the country, working with our sponsors to promote the event, the featured brands, and the region

TURISM

We will take advantage of the opportunity to strengthen Colombia's brand identity and, through models and influencers, drive tourism in the region. Colombia's swimwear industry is steadily growing. This event will enhance its growth, visibility, and recognition, while also creating opportunities for models, photographers, stylists, tailoring workshops, fabric suppliers, and more.

PRESS & INTERNATIONAL MEDIA

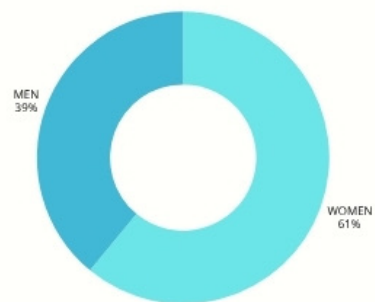
Our idea is to draw international attention to the Swimwear industry, especially the American one. That is why we have as a special guest Evita Scoccia, founder of New York Swim Week, an event with 5 years of trajectory. Evita is also a designer and will present her brand. We worked hand in hand with Mase Talent, Tx Management, a modeling agency that will provide us with international influencers that will make the event have visibility in more countries. We have the support of www.socialnetwork.com, who will broadcast the desfiles through their platforms.

SHIFT
START HERE IN FASHION TV



www.colombiaswim-week.com

AUDIENCE



Principales grupos de edad



IMPACT

In our two editions in Ibiza we have achieved great success, appearing in publications such as Forbes, In Style, Women's Health, Miami living among others, which represents a great reach for an event that is just in its growth phase. We replicated the model in Colombia and we are committed to having the maximum possible impact in the press as well as in social media thanks to our national and international influencers

ibiza.swimweek



Ibiza Swim Week ® The Official account

201 publicaciones 15 mil seguidores 681 siguiendo

Evento

The most exclusive Swimwear Show on the magical Island of Ibiza Platform for new talent

Founder @nia_vasquezsaenz

@aguasdeibiza June 20

www.ibizaswim-week.com

Ibiza Swim Week

Panel para profesionales

331,5 mil visualizaciones en los últimos 30 días.

Editar perfil

Compartir

Contactar



Nuevo



Press



Edition 2025



Sponsors



MUA

331,471

Reproducciones

14,6% de anuncios

28,5% Seguidores



71,5% No seguidores

Cuentas alcanzadas

114,863

+82,4%

Por tipo de contenido

Todos

Seguidores

No seguidores

Historias

59,6%

Reels

25,5%

Publicaciones

14,8%



All media
5 Millions



Website
5000 k Visitas



Our Instagram
150K Reach



300 Guests,
Industry and press

SHIFT

START HERE IN FASHION TV

Colombia Swim Week se transmitirá en noviembre en las plataformas de SHIFT.



SOCIAL IMPACT

The Swimwear industry in Colombia is growing more and more. This event will enhance the growth, visibility and support to this industry. It will create employment around the area, an important strategic point in the world of Swimwear. Recognition and prestige of the region in the fashion industry. In addition, it will help to promote and provide opportunities for models, photographers, stylists, garment workshops, fabrics and supplies producers, etc.

I EDITION



VYBE

LET'S CONNECT WITH US

AND ELEVATE YOUR BRAND WITH CSW



+34 691322304



@colombia.swimweek
idireccion@colombia-swimweek.com
www.colombiaswim-week.com

