

## **Lily Label**

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### **Summary**

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### **Description**

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Leading the way in sustainable swimwear, Lily Label offers designs that are romantic, artistic, luxurious and feminine - perfect for the modern woman. Each swimsuit is designed with an acute attention to detail with flawless finishings that offer features such as high shaping power and long-lasting quality. Owner and Creative Director - Colleen Murray has established her collection to be one of the leading brands in the evolution of swimsuit designs. Gone are the days where women anxiously search for the right swimsuit that will hide their least favourite attributes. Lily Label provides a wider variety in choice of swimsuits that focus more on embracing what makes each body unique and beautiful, whilst emphasising comfort and confidence. Each Lily swimsuit empowers all women to feel sexy and supported. From bikinis, micro-kinis, bandeaus and one-pieces, you are guaranteed to find a flattering style that shows off your most loved assets. Lily is a small, dynamic and innovative business in South Africa that empowers the economy through the employment of local communities and locally sourced trimmings for each swimsuit. The brand is fully committed to delivering proudly South African products that are of the highest quality whilst establishing valuable and long-lasting relationships by always going the extra mile for their customers and local community. We are proud to be a South African brand and we will constantly strive to be the best version of ourselves. The attention to detail that goes into making each and every single garment is outstanding, we hope you love our products as much as we do. Remember when you buy from Lily you are supporting an independent, female owned business, that ensures your swimwear is ethically produced to the highest quality South Africa has to offer.