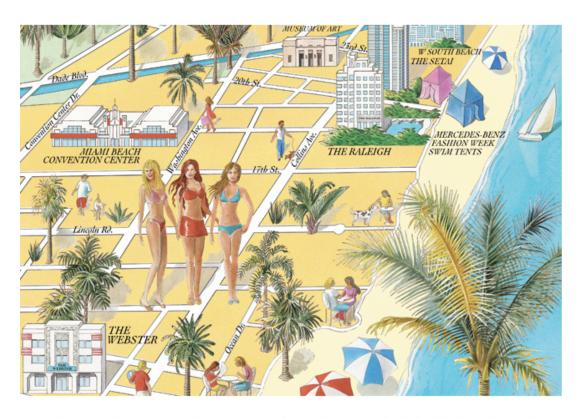
## OCEAN DRIVE

## Miami Swim Week Best Bets



As I write this in mid-June, it's 98 degrees in South Beach, so I'm a little fretful about how high July's mercury might climb as we launch into Miami Swim Week, set for July 14 to 19. And unlike the more structured schedule of New York's Fashion Week, there remains a somewhat laissez-faire attitude here, with several events still unconfirmed only four weeks from the kickoff. But doesn't South Beach seem to thrive on its laid-back lifestyle? With that in mind, start planning your barest, breeziest looks, as well as your strategy for working (and playing) the week—remembering to stop for a cocktail here and there. Hence, a map of Swim Week's hot spots.

## Salon Allure at the W South Beach

Think of it as: The Young Upstart Why: Now in its second year, Salon Allure has taken over an entire floor of suites at the W South Beach Hotel & Residences, with designers ranging from Red Carter to Mara Hoffman to Diesel. "I'm the silent partner," notes Carter with a laugh, pointing to show producers Rick Fatzinger and Ramon Contreras of Miami Beachbased Latitude, who planned the event. Ocean Drive's cover party also takes place here (on Thursday, July 14, from 9 PM to midnight), with an appearance by cover star Chrissy Teigen and informal modeling featuring Zoë NYC and Beach Bunny Swimwear. Perhaps more than any other venue's events, those at the W are testament to Swim's growth as a multifaceted week. "I like to think of it like Art Basel," Carter says. "The bigger it gets, the better it is for everybody."