

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 Beach-based 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."