

News: Press Release

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**HydroChic Offering Women Alternative in Swimwear Market
2008 Water Wear Collection to be Unveiled at Surf Expo in Orlando, FL**

New Rochelle, NY. – HydroChic Sun Protective Water Sportswear, designed by women for women, offers women a savvy athletic option in sun protective swimwear. Aware of the demand by women for functional yet fashionable water wear, HydroChic has created a line that balances just that. HydroChic embraces women for who they are and the comfort and coverage they are seeking in swimwear. The '08 collection is to be unveiled at the Surf Expo tradeshow in Orlando, FL, January 10-13, 2008.

Style and performance

"HydroChic aims to provide women with another option in swimwear. The idea is to give women the option of water wear that provides the extra coverage and fit for the variations of the female body, to reclaim body esteem and celebrate it," says Daniella Teutsch, co-founder, HydroChic. "For the many active women of any age, shape and size, seeking style and performance, HydroChic offers them this alternative."

The complete mix and match rashguard line includes: 3/4 sleeve, various length short sleeve, sporty cap sleeve and sleeveless sports tank. Tops can be paired with coordinating skintinis, hydroshorts, swim capris, and swim skirts. All HydroChic swim and water wear tops have built-in supportive bras and an extra modesty layer. Torsos were designed with slightly extra length for active water wear that prevents them from riding up while swimming. The lineup of beautiful summery solid colors will flatter all shapes and sizes.

UV Sun Protection

Swim 'n' Go – We've Got You Covered! This is the company mantra. HydroChic wants women to feel free to be themselves and have fun under the sun. Therefore, all HydroChic fabrics have undergone vigorous professional testing at ARPNSA and provide maximum protection, blocking out at least 98% of UVA and UVB rays.

Free to Be You!

"We believe every women should be who she wants to be. Free to be the natural you. At every age being active and keeping healthy is important," says Sara Wolf, co-founder, HydroChic. "So many women – of various shapes, age and sizes- have expressed just how freeing their HydroChic water sportswear has been for them. We want to provide these active women with an option that affords the comfort, coverage and confidence."

About HydroChic:

HydroChic creates sporty water wear that offers all women an alternative in the sun protective swimwear market. As a line designed by women for women, it always has the female body in mind. HydroChic's sun protective water sportswear line provides fashionable performance wear and includes built-in shelf bras, extra comfortable fabrics, great styles, and feel-good fit. For more information about HydroChic swimwear and athletic wear, please visit www.hydrochic.com or call 914-819-0952 or 201-379-5408.