Luxury swimwear brand JAG London launches two new collections.

Monday 5 November, 2018

The new range oozes glamour, perfect fitting swimwear with gorgeous colourways and beautiful print. JAG London is introducing a bandeau bikini, bandeau swimsuit as well as criss-cross and triangle bikinis, along with designs from the original collection which JAG London customers love.

The colour ways of the two new collections are deep blues and rich greys inspired by gorgeous St Lucia and Santorini and made with premium fabrics and high-quality stitching.

The Santorini Collection draws its inspiration from the everlasting beauty of the Greek island. With the beautiful blue coastlines and stunning views of the Aegean Sea providing further vision for the collection.

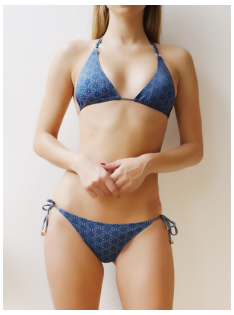
The St Lucia Collection is influenced by the natural beauty, volcanic beaches and gorgeous waterfalls that reign across the Caribbean. The geometric pattern across the St Lucia range represents the unspoilt landscapes and rocky terrain that the country has to offer its visitors.

The JAG London brand aims to provide the ideal piece of swimwear, resort wear and accessories for luxury holidays and romantic spa days alike, that fit beautifully, provide support and ooze glamour and confidence.

All piece in both collections will be available online at https://jaglondon.com/ from the beginning of November.

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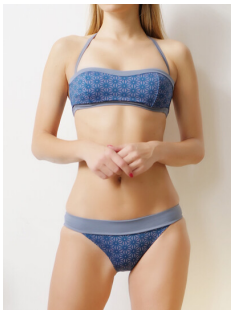


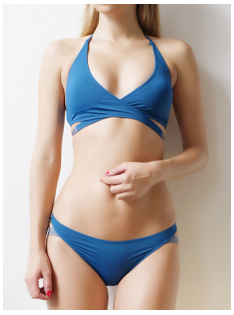


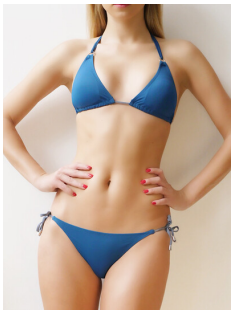




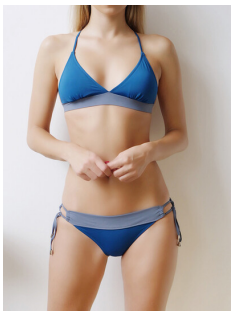














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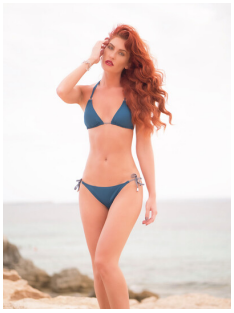
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