

## **Jantzen Announces Collaboration with BloqUV for Resort Collection**

(Los Angeles, CA), June 22, 2023 - Heritage swimwear brand, [Jantzen](#), announces collaboration with [BloqUV](#) for a line of UPF protective clothing and swimwear debuting at upcoming market shows in June 2023 with the collection available to shop in October 2023. The collection includes six prints each in six styles including a dress, long sleeve rash guard in both cropped and regular lengths along with mock neck swim top with coordinating swim bottoms, and a long sleeve one-piece swimsuit. Pricing will range from \$79 - \$120.

"This partnership allows us to communicate the importance of embedded sun protection and performance properties in fabric allowing women at all stages of life never to sacrifice *style and comfort* as they to take part in or out of the water" says, Jennifer Waycott, VP of Sales at Jantzen.

Utilizing BloqUV's expertise in UV protective clothing and Jantzen's expertise in swimwear and prints, the collaboration provides the brands the opportunity to utilize their respective knowledge base and loyal customers to expand their market reach. With UV protection being a major topic of concern, and with the advancement of technology in this area, UPF infused clothing and swimwear is an area of the market the two can join forces on. The lifestyle and swimwear collaboration gives customers the ability to never sacrifice their sun protection or style.

"This collaboration is a win-win for both brands. It will enhance our presence in the swim market and expand exposure for Jantzen in the tennis, golf, boating, hiking, equestrian, and running markets. It's an honor to work with a legendary brand like Jantzen - their iconic prints will add a fresh burst of color to our traditionally solids only BloqUV collection. Our collaboration brings the best of both brands – Jantzen prints in BloqUV styles. Customers will enjoy our soft, sun protective fabric and the same brand benefits they are accustomed." BloqUV's President and Founder, Corina Biton explains on the collaboration with Jantzen.

The collection will be sold to sporting goods retailers, department stores, pro shops, specialty stores and resorts debuting at market shows including Swim Collective, Outdoor Retailer, PGA Show, Miami Swim Show and Surf Expo.

### **About Jantzen**

Jantzen swimwear was founded in 1910 creating the original bathing suits. While the first suits were created to fit the needs of rowers, the suits have evolved though never straying from the companies defining philosophy of flattering the female form. Over the years Jantzen has revolutionized the fabrics and silhouettes offered now known for their bold prints and vivid colors introduced in the 1970s. In 2023, Jantzen is continuing to put their customer first creating suits women can feel confident in. The flattering styles with built in support and shaping, come in a variety of styles and prints alongside chic coverups, sweaters, and casualwear. The brand has had iconic fans including Princess Diana, Ginger Rogers, supermodel Carolyn Murphy among others. Available to shop on [Jantzen.com](#) and [Amazon.com](#).

### **About BloqUV**

Since 2009 BloqUV has been a trusted leader in sun protective activewear. Our soft lightweight fabrics block 98% of the sun's harmful rays and provide moisture wicking and quick drying benefits. The UV protection is inherent to the fabric and unaffected by launderings. Our fabrics are tested by an independent UV laboratory both wet and dry, by color and by batch, to ensure a minimum UPF (ultraviolet protection factor) of 50+. Our customers enjoy the outdoors with the peace of mind they will be protected from sun burns and sun damage. BloqUV is a multisport brand and used for tennis, golf, swimming, paddle boarding, pickleball, running, boating, horseback riding, hiking and more. Available to shop at [BloqUV.com](#).

