

TRENDS: COULTER CLUB

By Racquel Russell

Ahhh, summer. A time for fun in the sun, vacationing...and the seasonal, albeit sometimes dreadful, emergence of the swimsuit. Unless you're blessed with the perfect body (and really, who is?), scouring rack after rack in search of the ultimate swimsuit can be as depressing as finding your favorite shoe on sale in all the wrong sizes. Spare your body self-inflicted verbal mutilation and embrace your womanly curves. Striving "to make life just a little bit better for all women," Lori Coulter's approach to swimwear design does just that. A self-professed tech junkie, Coulter's TrueMeasure process uses light- and camera-based technology in which the [TC]² 3-D Body Scanner measures the entire body and produces a true-to-scale 3-D body model, after which you are able to customize an individualized swim ensemble that is as flattering as it is stylish. Blending the hottest trends in fabrics, prints and colors in a variety of suit styles, Coulter recognizes beachwear at its finest and caters to the masses; she launched her line at select Macy's in 2007, with plans of expansion in 2008. Fashionably in-tune with what a woman wants and needs, Coulter makes it possible for women of all shapes and sizes to bring sexy back. Available at Macy's, Chesterfield Mall, 636.532.3800.

