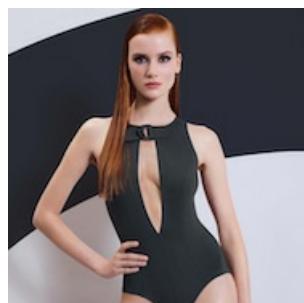


COMMERCE

Eres turns to James Bond fervor for swimwear capsule

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Eres' Petula, James Bond-inspired swim capsule

By STAFF REPORTS

Chanel-owned swimwear brand Eres is setting out to prove that consumers' James Bond obsession can be extended to female clients.

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The James Bond character has been repurposed in countless ways from hotel packages and made-to-measure suits to watches and automobile models and messaging ([see story](#)). While these efforts are extremely popular among affluent men, they often leave out the majority of females who may have an inkling of spy qualities themselves.

Bathing Bond beauties

Beyond gadgets, martinis and fast cars, James Bond is also known for his torrid love affairs with a long line of "Bond Girls."

Now, affluent women will be able to play the part of a beach-bound Bond Girl in Eres' new swimwear capsule. As reported by [Women's Wear Daily](#), the collection is inspired by Swiss actress Ursula Andress, who played the first Bond Girl, Honey Ryder, in the inaugural James Bond film "Dr. No" in 1962.

Eres' "Petula" swim collection, named for British actress-singer Petula Clark, offers consumers a selection of four styles which include a bikini and three one-piece options. The swimwear will be available in fuchsia, green, cobalt and gray.



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"The design studio at Eres has always been enamored with the timeless beauty of Bond girls," said Marie-Paule Minchelli, head of Eres' creative studio, in a statement. "This collection pays tribute to them and takes inspiration from the swimsuit Ursula Andress wore in the first Bond film while incorporating classic Eres design and details."

Eres' Bond girl-inspired capsule will retail for between \$175 and \$540 beginning in April. The swimwear brand has partnered with Barneys New York and Net-A-Porter to sell the capsule.

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