



B R A N D B O O K

BANANA
MOON

californian sunwear



BANANA MOON

ABOUT US

In 1984, Daniel Flachaire, his wife Veronique and Bernard Donati met Nat Maori, a young designer from California. Their multicultural backgrounds inspired them to create a unique beach lifestyle brand and they quickly embarked on a journey to launch Banana Moon.

The collection has grown to include beachwear, ready to wear and beach accessories in addition to the iconic swimwear line.

Banana Moon quickly became one of the most recognized European swimwear brands and is now distributed in more than fifty countries around the world.

CHECK OUT OUR DIFFERENT LABELS ON LINE AND
BE INSPIRED BY BANANA MOON'S ENDLESS
SUMMER JOURNEY !

BANANA MOON

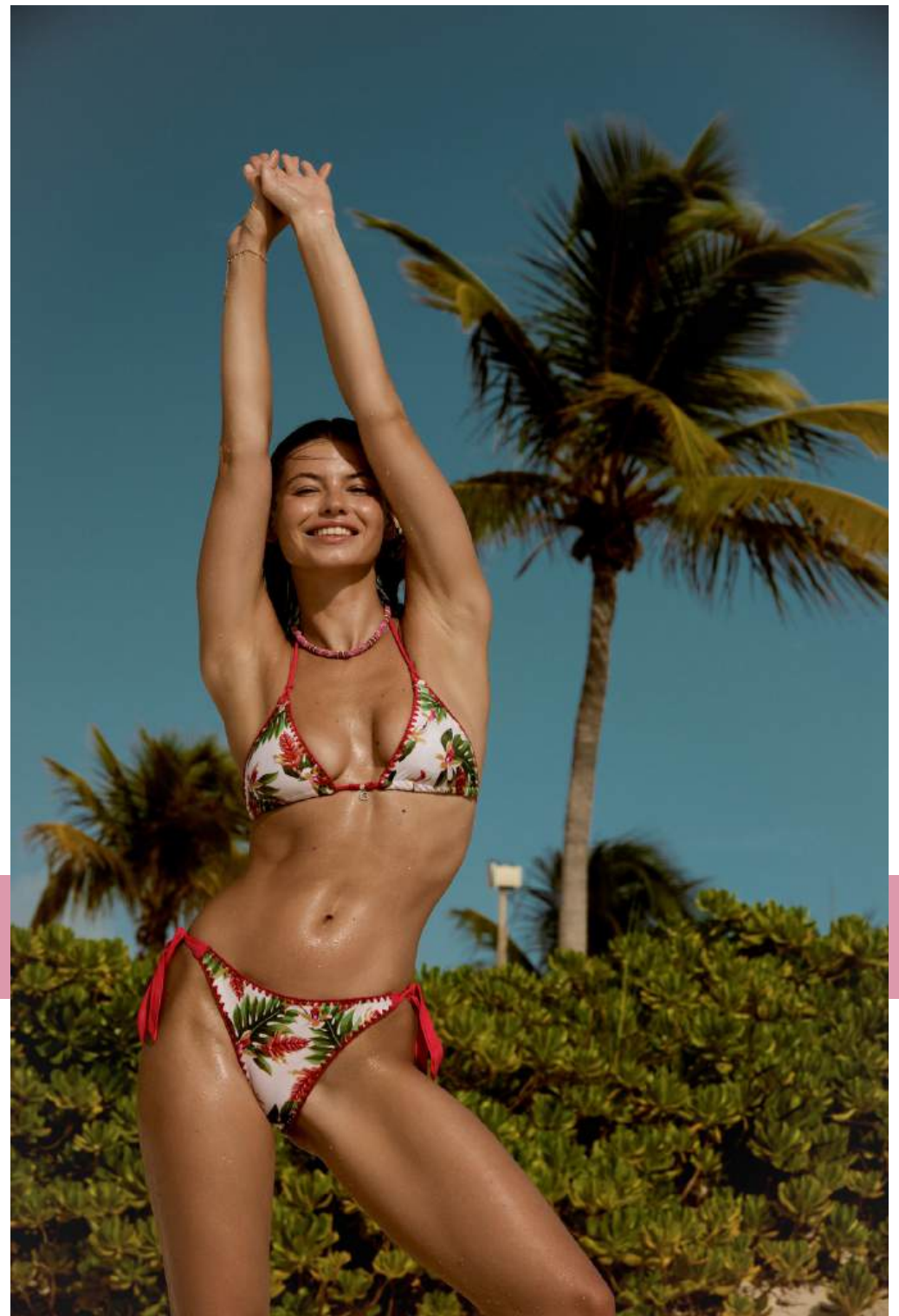
IDENTITY

The brand is a fuse between European know-how, dedication to the highest quality combined with Californian sense of style and creativity.

The brand can be defined by its colorful prints, trendy style and casual look with a sexy twist.

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WE ARE ALL ABOUT CHASING THE SUN AT THE BEACH & CATCHING THE WAVES IN STYLE!



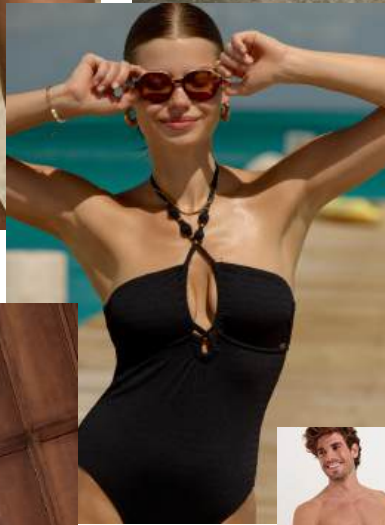
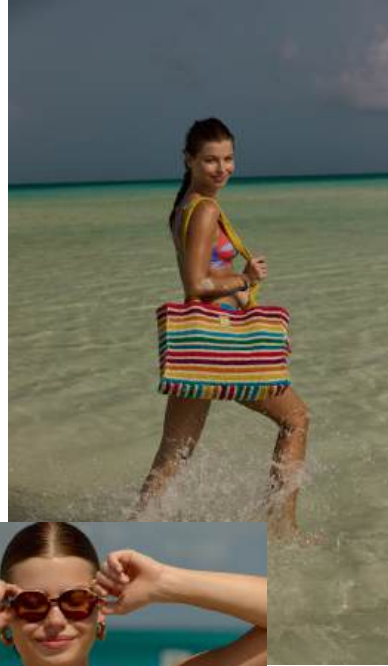
BANANA MOON

LINES

**BANANA
MOON**
californian sunwear

BANANA MOONteens
#like#follow#share#friends

BANANA MOON
Couture



BANANA MOON

californian sunwear

Banana Moon Main Line embodies the essence of Californian style, combining vibrant colors, bold prints, and optimal comfort to offer swimsuits that perfectly reflect the sporty and dynamic spirit of California.

Banana Moon creations stand out with a sunny, summery aesthetic, offering a refreshing and distinctly trendy style.

Banana Moon offers a complete range of products, including beachwear, men's swimwear, loungewear, wellness items, as well as collections for children and accessories, such as sunglasses.



BANANA MOONteens

#like#follow#share#friends

Inspired by the Millennial generation, Banana Moon Teens was launched in 2012.

The line has a very urban and a sexy athletic look. Banana Moon Teens is getting a lot of attention from fashion forward stores and magazines around the world.

Bold statement prints, vibrant colors, and trendy materials define this line.



BANANA MOON

Couture

In 2006 Banana Moon launched Banana Moon Couture.

The brand has been partnering with several international designers, bringing innovation and a unique style to this label.

Banana Moon Couture focuses on luxurious fabrics and distinctive details to achieve a stylish and flirty look.

BANANA MOON

WORLDWIDE DISTRIBUTION

Banana Moon has established itself as a leading swimwear brand in **France** and over **55** other **countries**.

Banana Moon currently has around **50** store all over the **world** including **10 franchises** that enhance our **network** with new openings each year.



BANANA MOON

MAIN DISTRIBUTION PARTNERS

The brand is distributed through **2 400 multi-brand** retailers.

FRANCE



GERMANY



SPAIN



ITALY



SWITZERLAND



BELGIUM



NETHERLANDS



AUSTRIA



DENMARK



FINLAND



SWEDEN



GRECE



LEBANON



DUBAI



Our brands are present in many other countries through various online multi-brand stores



BANANA MOON

POP UP STORE

Discover our Banana Moon Pop-up store at Bon marché, BHV, Rinascente, El Corte Ingles, ...

POP UP STORE BHV MARAIS 2023



BANANA MOON

OUR KNOW-HOW



Banana Moon specialises in swimwear and has become a **benchmark** in the industry.
Banana Moon has built its reputation on **3** fundamental **principles** :

1

THE PERFECT CUT

2

HIGH QUALITY FABRICS

3

EXCLUSIVES DESIGN

BANANA MOON

OUR KNOW-HOW



DESIGN

6 international stylists and graphic designers based in Monaco working on it.

Prints, graphic design, logos and embroideries developed in-house.

4 pattern makers and product technicians creating **new patterns** and **achieving excellence** in product fit.

RESEARCH

We take pride in selecting the best materials by working with **European** and **Brazilian** suppliers recognised for the **quality** of their production.

We work with highly **innovative** and **performing** suppliers to develop the best fabrics on the market.

We develop partnerships with our suppliers to select fabrics that are **long lasting** and **comfortable**



BANANA MOON

OUR KNOW-HOW

CUTTING FACILITIES

- A team of 10 people is dedicated full-time to the **cutting**.
- Our cutting facilities are equipped with **Lectra system**.
- Our cutting facilities typically produce over **1 million** pieces per year

SEWING WORKSHOP

- This workshop is integrated inhouse, allowing us to **develop** prototypes and **perfect** our products style and fit.

SCREENPRINTING WORKSHOP

- Our **screenprinting** facility allows us to easily create and develop new **designs** and carry out **production orders**.





**SUSTAINABILITY
PROGRAM**



BANANA MOON

SUSTAINABILITY PROGRAM

Banana Moon is committed to reducing our environmental impact at every stage of swimsuit manufacturing.

OUR SUSTAINABLE COMMITMENT

Extending the life of a textile product from one to two years reduces its emissions by 24%. That's why we choose high quality European fabrics and promote short-circuit production from design to assembly, in order to limit our carbon footprint.

SENSITIVE ECO SYSTEM

Our range features the Sensitive Eco System® label, certified ISO 14001, which guarantees eco-designed materials aimed at reducing water usage, energy consumption, and CO2 emissions. These fabrics are also certified CM4SUSTAINABILITY, REACH, and OEKO-TEX 100, ensuring the elimination of toxic and harmful substances.



Made with 100% Regenerated Nylon
ECONYL®



BANANA MOON COLLABORATIONS

BANANA MOON x BADHNATI JEWELRY



Banana Moon teams up with **Badhnati**, the ultra-trendy French brand available at Le Bon Marché and highly sought after by concept stores across Europe. Badhnati's handcrafted creations reinvent jewelry with its 3-in-1 necklace: a versatile and fun accessory you can wear your way. This vibrant collaboration is available as an exclusive preview in St Barth. A must-have for fashion-savvy enthusiasts this season!

How to wear it ?




Tie it around your neck for a **bohemian look**. Wrap it several times around your wrist or ankle for an **original touch**.



Slip it into your hair for a **romantic style**. Attach it to your bag as a **lucky charm**.

BANANA MOON INFLUENCERS


BANANA MOON WORN BY THE INFLUENCERS



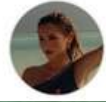

1425 publications 2 M followers 755 suivi(e)s




bananamoofficial




939 publications 4 M followers 1914 suivi(e)s




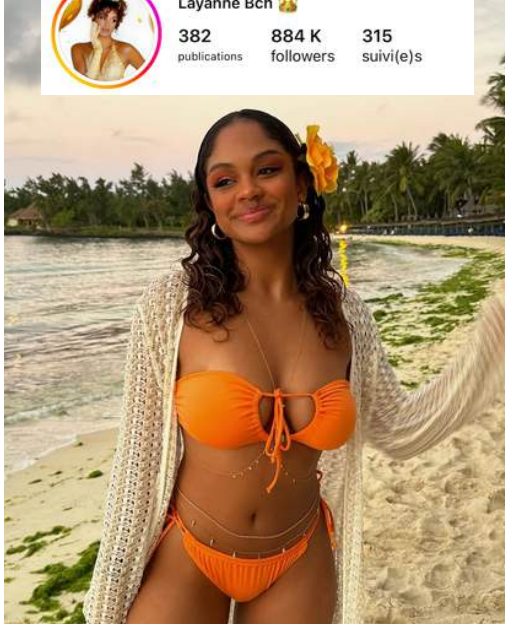
363 publications 408 K followers 400 suivi(e)s





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Layanne Bch 🍌
382 publications 884 K followers 315 suivi(e)s



264 publications 1 M followers 673 suivi(e)s



230 publications 392 K followers 794 suivi(e)s



BANANA MOON

PRESS

SEEN IN THE PRESS



BANANA MOON

PRESS

SEEN IN THE PRESS



BANANA MOON

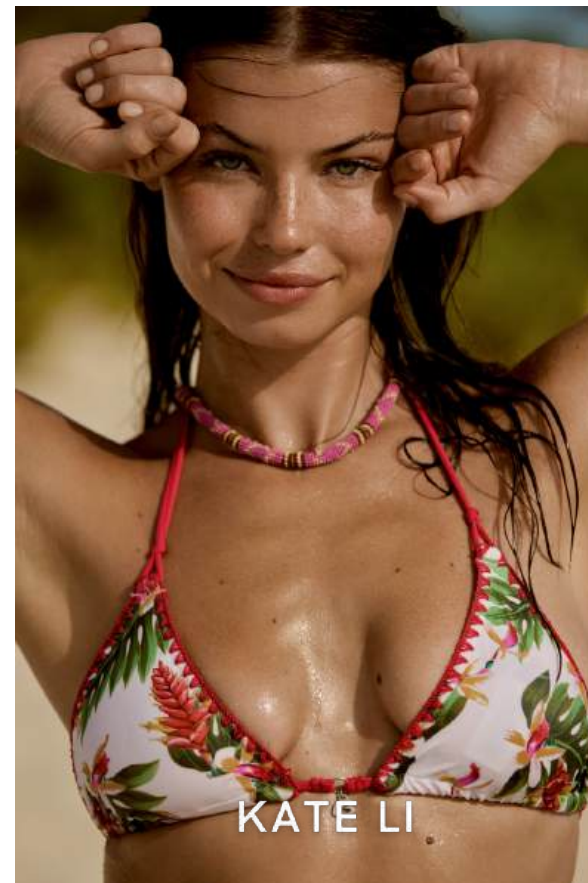
OUR MUSES



NAME : Jessica Strother **BASED IN :** New York

AGE : 29 **STAR SIGNS :** Pisces

HEIGHT : 5'9 **NATIONALITY :** American



NAME : Kate Li **BASED IN :** New York

AGE : 25 **STAR SIGNS :** Pisces

HEIGHT : 5'10 **NATIONALITY :** Russian

BANANA MOON

OUR MUSES



NAME : Izabella Vilarchao **LOCALISATION :** Miami
.....
AGE : 20 **STAR SIGNS :** Scorpio
.....
HEIGHT : 5'5 **NATIONALITE :** Américaine



NAME : Andréa Wittenberg **BASED IN :** Los Angeles
.....
AGE : 23 **STAR SIGNS :** Leo
.....
HEIGHT : 5'9 **NATIONALITY :** South African



NAME : Hanna Edwinson **BASED IN :** Montpellier
.....
AGE : 28 **STAR SIGNS :** Cancer
.....
HEIGHT : 5'9 **NATIONALITY :** Swedish

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www.bananamoon.com - info@bananamoon.com