

LOUMIO

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LOUMIO FIRST COLLECTION

Press release 2024

KIDS SWIMWEAR - UPF50+ SUN PROTECTION - SUSTAINABLE - RECYCLED FABRIC - MADE IN EU



About Loumio

Margaux Giudicelli

Founder, Loumio

Paris, France

+33 7 82 12 69 15

contact@loumio.fr

**Discover the Loumio Origine Collection:
Where Elegance, Sun Protection and Love for
the Planet Unite**

Paris, France – May 2024 – Loumio, a French brand celebrated for its stylish and eco-friendly UV-protective swimwear, is thrilled to announce the launch of its first collection, Origine. This new collection perfectly blends elegance, sun protection, and sustainability, making it a must-have for families seeking both style and environmental responsibility.

 www.loumioparis.com

 [@loumioparis](https://www.instagram.com/loumioparis)

Loumio is a French brand dedicated to creating stylish, UV-protective swimwear for children. Founded by Margaux Giudicelli, Loumio combines a passion for the sun, nature, and sustainable fashion to offer high-quality products that protect delicate skin and respect the environment.

Inspired by Nature's Vibrant Beauty

The Origine collection draws inspiration from the vibrant nature of the French Caribbean and Mediterranean islands. It features a harmonious blend of fruity and floral notes, evoking the essence of an ideal vacation. With prints and colors that transport you to the sunny beaches of Corsica and the lush tropical forests, the collection radiates positive energy and a sense of adventure.