# HartiSWIM’s eco-luxe swimwear makes vibrant US debut with ocean conservation message



In a dazzling celebration of sustainable fashion, HartiSWIM, the innovative swimwear label founded by Tessa Hartmann and her daughters, made its striking American debut in Miami, marking a significant milestone for the Glasgow-born brand. Hosted by Tallia Storm, a singer and radio host, alongside her mother, the evening not only showcased the brand's vibrant collection but also its deep commitment to ocean conservation. Each piece from the collection, known for its eye-catching hand-painted pop art prints and sculptural designs, embodies the artistic vision of Sascha Hartmann, Tessa’s husband and the brand’s in-house artist. His original artworks, translated seamlessly onto swimwear, create what the creators describe as "walking murals."

This exuberant swimwear line stands apart not only for its design but also for its eco-friendly approach. Each swimsuit is crafted from Repreve® fabric, made from 13.1 recycled ocean plastic bottles, reinforcing the brand’s ethos of sustainability while also providing luxurious performance. "We’re not here to just sell swimsuits," Tessa Hartmann stated, "We’re here to educate, to connect, and to celebrate the oceans we love - with fashion as the medium." Such sentiments underline the brand's mission to align fashion with environmental activism.

HartiSWIM has also garnered critical acclaim within the industry, having recently been shortlisted for the Best Customer Engagement Campaign at the 2025 Drapers Conscious Fashion Awards. This nomination was received in recognition of their 'Shop Plastic' campaign, reflecting the brand's dedication not only to sustainability but also to customer involvement in the conversation around eco-conscious fashion. Tessa expressed her gratitude for the recognition, citing the crucial role of community support in advancing their objectives within the competitive landscape of fashion.

Further amplifying their commitment to eco-luxury, HartiSWIM offers a versatile collection that includes one-piece swimsuits, bikinis, rash guards, and kaftans, catering to diverse body types and age groups. Each piece is designed with enhanced functionality, including built-in sun and chlorine protection, aimed at ensuring durability and style. The brand promotes a conscious consumer approach, encouraging buyers to invest in fewer, high-quality pieces rather than fast fashion alternatives.

In addition to their recent success, the Miami event coincides with a week of sustainable fashion festivities, hosted by Planet Fashion TV. This ongoing celebration features runway shows, pop-ups, and art exhibitions focusing on eco-conscious design, thus situating HartiSWIM within a broader movement towards sustainability within the fashion sector. As Tessa Hartmann navigates the challenges intrinsic to launching a new brand, she remains steadfast in her vision, creating an inclusive label that champions environmental responsibility while delivering artful, high-fashion swimwear.

As HartiSWIM continues to rise to prominence, its fusion of artistry and sustainability suggests a progressive future not just for the label but for the fashion industry at large. The brand exemplifies how style can harmoniously coexist with ecological awareness, ensuring that the beauty of the oceans is celebrated through fashion.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.dailyrecord.co.uk/news/scottish-news/gallery/scots-designer-label-hartiswim-makes-35324922), [[4]](https://underlinesmagazine.com/2022/02/18/eco-luxe-label-hartiswim-launches-voisins/)
* Paragraph 2 – [[1]](https://www.dailyrecord.co.uk/news/scottish-news/gallery/scots-designer-label-hartiswim-makes-35324922), [[2]](https://underlinesmagazine.com/2025/01/20/hartiswim-up-for-drapers-conscious-fashion-award/), [[5]](https://www.miamiandbeaches.com/event/planet-fashion-tv-club-debut-and-s2wim-week/33066)
* Paragraph 3 – [[3]](https://lingeriebriefs.com/2024/09/15/hartiswim-playful-pop-art-glamour-for-the-poolside/), [[6]](https://www.countryandtownhouse.com/style/tessa-hartmann-hartiswim/)
* Paragraph 4 – [[2]](https://underlinesmagazine.com/2025/01/20/hartiswim-up-for-drapers-conscious-fashion-award/), [[6]](https://www.countryandtownhouse.com/style/tessa-hartmann-hartiswim/), [[7]](https://underlinesmagazine.com/2024/08/23/the-friday-interview-tessa-hartmann-cbe-of-hartiswim/)
* Paragraph 5 – [[3]](https://lingeriebriefs.com/2024/09/15/hartiswim-playful-pop-art-glamour-for-the-poolside/), [[4]](https://underlinesmagazine.com/2022/02/18/eco-luxe-label-hartiswim-launches-voisins/), [[6]](https://www.countryandtownhouse.com/style/tessa-hartmann-hartiswim/)

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## Bibliography

1. <https://www.dailyrecord.co.uk/news/scottish-news/gallery/scots-designer-label-hartiswim-makes-35324922> - Please view link - unable to able to access data
2. <https://underlinesmagazine.com/2025/01/20/hartiswim-up-for-drapers-conscious-fashion-award/> - HartiSWIM, the eco-luxe swimwear brand, has been shortlisted for the Best Customer Engagement Campaign at the 2025 Drapers Conscious Fashion Awards for their 'Shop Plastic' campaign. This recognition highlights the brand's commitment to sustainability and its innovative approach to fashion. The collection features bold designs made from recycled ocean plastic, reflecting the brand's dedication to environmental responsibility. Tessa Hartmann, the founder, expressed excitement over the nomination, emphasizing the importance of customer support in their mission to make a difference in the fashion industry.
3. <https://lingeriebriefs.com/2024/09/15/hartiswim-playful-pop-art-glamour-for-the-poolside/> - HartiSWIM, founded in 2022 by Tessa Hartmann and her daughters, offers a swimwear and lifestyle brand that combines storytelling, self-expression, and beach fashion. The collection includes one-piece swimsuits, bikinis, rash guards, kaftans, and skirts, catering to various body types and ages. Emphasizing sustainability, the brand uses Repreve®, a fabric made from recycled ocean plastic bottles, and employs a sustainable digital printing process for Harti's artwork. The swimsuits offer built-in sun and chlorine protection, aiming to provide durable and stylish options for consumers.
4. <https://underlinesmagazine.com/2022/02/18/eco-luxe-label-hartiswim-launches-voisins/> - HartiSWIM, an eco-luxe swimwear brand, debuted at Jersey's premier department store, Voisins. Founded by Tessa Hartmann, the brand offers a sustainable collection made from recycled ocean plastic bottles. The 'Series 1' capsule collection features Harti's pop art graphics on one-pieces, bikinis, rash guards, and organic silk kaftans. The brand encourages customers to buy better and buy less, aligning with its environmental strategy. Tessa Hartmann emphasized the importance of creating a label that is inclusive, ageless, and environmentally conscious.
5. <https://www.miamiandbeaches.com/event/planet-fashion-tv-club-debut-and-s2wim-week/33066> - Planet Fashion TV is hosting a weeklong celebration of sustainable fashion and wellness at The Plymouth in South Beach, Miami, from May 27 to June 3, 2025. The event includes runway shows, pop-ups, and art exhibitions focusing on eco-conscious design. Over-the-pool runway shows will feature bespoke swimwear, resort, fitness, and yoga collections. Evening fashion presentations are produced by Planet Fashion TV, with daytime experiences highlighting wellness activations and connecting attendees with emerging sustainable brands. Art exhibitions will showcase works by various artists, curated by Peter Studl.
6. <https://www.countryandtownhouse.com/style/tessa-hartmann-hartiswim/> - Tessa Hartmann, founder of HartiSWIM, discusses the brand's commitment to sustainability and environmental responsibility. The brand uses Repreve®, a fabric made from recycled ocean plastic bottles, and employs a sustainable digital printing process for Harti's artwork. Each swimsuit equates to 13.1 recycled plastic bottles. Tessa emphasizes the importance of creating a transparent business model and producing durable products that stand the test of time. She highlights the challenges of sourcing authentic sustainable fabrics and the brand's dedication to addressing ocean pollution through fashion.
7. <https://underlinesmagazine.com/2024/08/23/the-friday-interview-tessa-hartmann-cbe-of-hartiswim/> - In an interview, Tessa Hartmann, founder of HartiSWIM, shares insights into her career and the journey of launching her swimwear brand in her fifties. She discusses the inspiration behind the brand, which combines her husband Harti's artwork with sustainable swimwear. Tessa highlights the challenges of entering the swimwear market and the importance of standing out in a crowded space. She also mentions the support from industry veteran David Finlayson and the brand's focus on wearable art and sustainability.