

ESTD

ikonō

2023

ADAPTIVE SWIMWEAR &
LIFESTYLE BRAND

/ manifesto

**Embrace yourself.
Adapt to change.
Be what *moves* you.**

Ikono creates swimwear designed for every body
— to celebrate the audacity of movement.

Designed for all women.

With or without post-surgical scars.
Our ambition: to help each woman
reconnect with her femininity —
as she once did,
in a way that is both new and transformative.

We believe that sensuality is an emotion.
That femininity is a sensation.
And that overcoming life's challenges
can be a powerful catalyst for change.

Starting from the body's
constraints,
we design for its most vulnerable
moments —
with pieces that combine style,
quality, functionality, and comfort.

Be what *moves* you.

Claire B.
Founder



/ our purpose

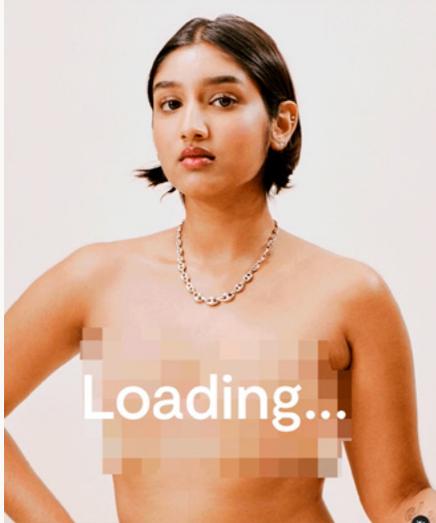
Different is our *normal*.

Designed for all women and specially tailored for those who have undergone surgery, our swimsuits also accommodate women with asymmetrical breasts or no breasts at all.

Whether you *require prosthetics or not*, our swimsuits adapt seamlessly to every body.

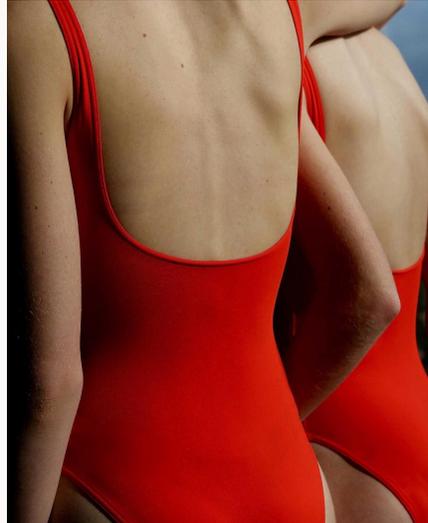


/ customer profiles



POST-SURGICAL CHANGES

Swimsuits designed to support and empower women after surgery — without compromising on femininity or comfort.



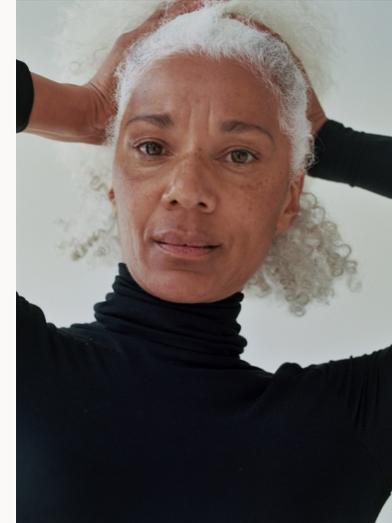
ECO-CONSCIOUS

For women who care deeply about ethics and sustainability — and choose fashion that reflects their values.



ACTIVE LEISURE

Swimsuits made for movement — from swimming to paddleboarding, yoga or Pilates. Designed to follow every rhythm of an active life.



MATURE ELEGANCE

For women who value quiet sophistication — and seek comfort, quality and timeless design without compromise.



MODERN & ACTIVE

For women who want an elegant swimsuit that adapts effortlessly — from beach workouts to a casual city lunch.

/ signature features

Each ikonō swimsuit is built on these essential features.

<p>STYLE & DISCRETION</p>  <p>An elegant design that offers ample coverage at the bust, underarms, and back for maximum discretion of any scars</p>	<p>AJUSTABLE</p>  <p>Wide, adjustable straps for ultimate comfort</p>	<p>VERSATILE</p>  <p>Designed to accommodate one, two, or no prosthetics—you choose!</p>	<p>SCULPTING</p>  <p>High-quality stretch fabrics for a sleek silhouette</p>	<p>SOFT TOUCH</p>  <p>Fully lined to prevent irritation on sensitive areas and ensure maximum comfort both in and out of the water</p>	<p>PROTECTION</p>  <p>UPF 50 protection for delicate skin</p>	<p>ECO FRIENDLY</p>  <p>Certified by the Global Recycled Standard and Oeko-Tex 100.</p>	<p>RESPONSIBLE SOURCING</p>  <p>Woven and crafted in Spain, delivered and stored in Belgium to reduce carbon footprint and ensure consistent availability</p>
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/ the collection 2025 /

BELGIAN BRAND
DESIGN & INCLUSIVE
Crafted in Spain
eco-friendly

/ La Nageuse

Sporty. Supportive. Feminine.
A one-piece designed for full coverage and active movement.

Its sculpting shape and soft stretch offer comfort and hold, while the high neckline and discreet underarm coverage provide peace of mind for post-surgical needs.

Recommended Selling Price : **€169 incl. VAT**
Size : **From 38 to 46**

- ✓ Sculpting fit → Active hold
- ✓ Discreet pockets → Prosthesis-friendly
- ✓ UPF 50+ • OEKO-TEX® • GRS®

Available in 4 signature tones. Aubergine | Blue | Orange | Red



/ La Versatile – 1 piece

Elegant. Minimal. Transformative.
A sleek one-piece with a low open back and sculpting design

Features discreet pockets for one, two, or no prostheses — and a silhouette that celebrates confidence and individuality.

Recommended Selling Price : **€169 incl. VAT**
Size : **From 38 to 46**

- ✓ Sculpting fit → Active hold
- ✓ Discreet pockets → Prosthesis-friendly
- ✓ UPF 50+ • OEKO-TEX® • GRS®

Available in 4 signature tones. Aubergine | Oasis Green | Tierra | Red



/ La Versatile – 2 piece

Confidence and flexibility unite in this two-piece suit, enabling you to showcase your unique style—available in three options: high-waist bottom, shorty, and classic cut.

Recommended Selling Price : from **€169 incl. VAT**
Size : from **38 to 46**

- ✓ Sculpting fit → Active hold
 - ✓ Discreet pockets → Prosthesis-friendly
 - ✓ UPF 50+ • OEKO-TEX® • GRS®
- Available in 3 signature tones. Aubergine | Tierra | Orange



/ La Tankini – 2 piece

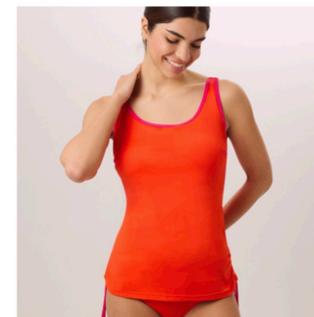
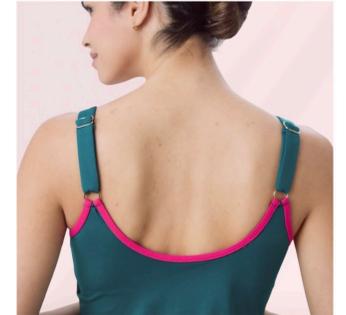
Adjustable. Comfortable. Soft.
A gentle two-piece with a relaxed fit and drawstring sides.

Offers flexible coverage and support — ideal post-surgery and beyond.



Recommended Price : from **€175 incl. VAT**
Size : **42 – 46**

- ✓ Sculpting fit → Active hold
 - ✓ Discreet pockets → Prosthesis-friendly
 - ✓ UPF 50+ • OEKO-TEX® • GRS®
- Available in 2 signature tones. Oasis Green | Orange

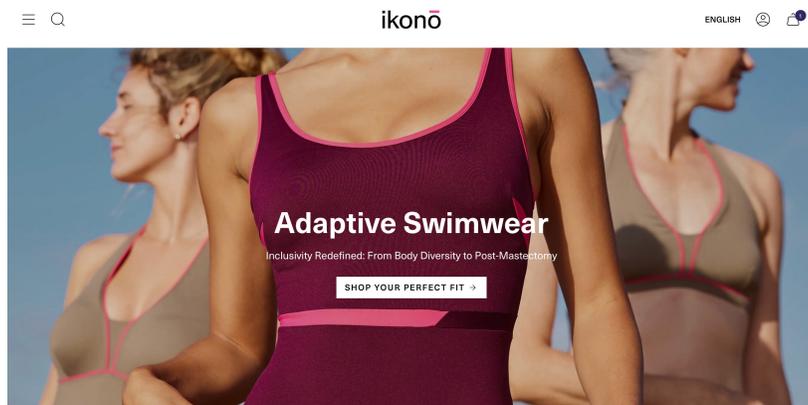


/ how we activate the brand /

/ multi-channel brand activation

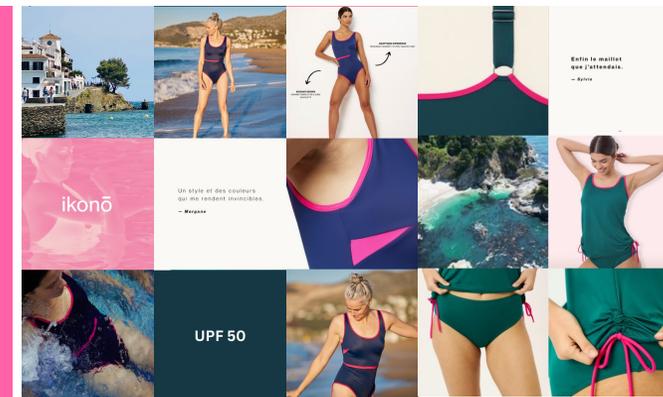
/ website

– www.ikon-o.com



/instagram /facebook

– @movewithikono



/ media coverage

– Lifestyle, health and well being

/ events with our partners

– Premium sport clubs, loyalty programs, Belgian research centres, NL prosthesis brand

/ tradefair

– Major international tradeshow in Paris and Munich



/ where to find us

28 selling points across Belgium, France and Germany

Belgium → 20 retailers » Q1 2024

France → 5 retailers » Q3 2024

Germany → 3 retailers » Q1 2025

Multi-brand & specialised retailers



/ why market ikonō ?

A commercial vision that gives you a competitive edge

1 A NEW BRAND WITH A STRONG STORY Rooted in women's journeys, fostering emotional connections and loyalty.	2 DIFFERENTIATION & IMAGE Ikonō blends style, function and ethics for an inclusive brand identity.	3 NEW CUSTOMER ACQUISITION & RETENTION Expands retailers' offering to reach new audiences and build lasting loyalty.	4 SUPPLY FLEXIBILITY European production ensures fast delivery with low MOQ year-round.	5 PROFITABILITY Premium product yields sustainable margins for retailers.
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« I finally feel confident in a swimsuit that fits... »

— Anne, 42

« The eco-friendly fabric feels amazing on my skin. »

— Sophie, 35

“After my mastectomy, finding an adaptive swimsuit that actually fits my prosthetic and looks stylish felt like a miracle. No more frumpy swimwear—I feel confident and beautiful.”

— Chloe, 29

Ikonō

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CALL US

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EMAIL US

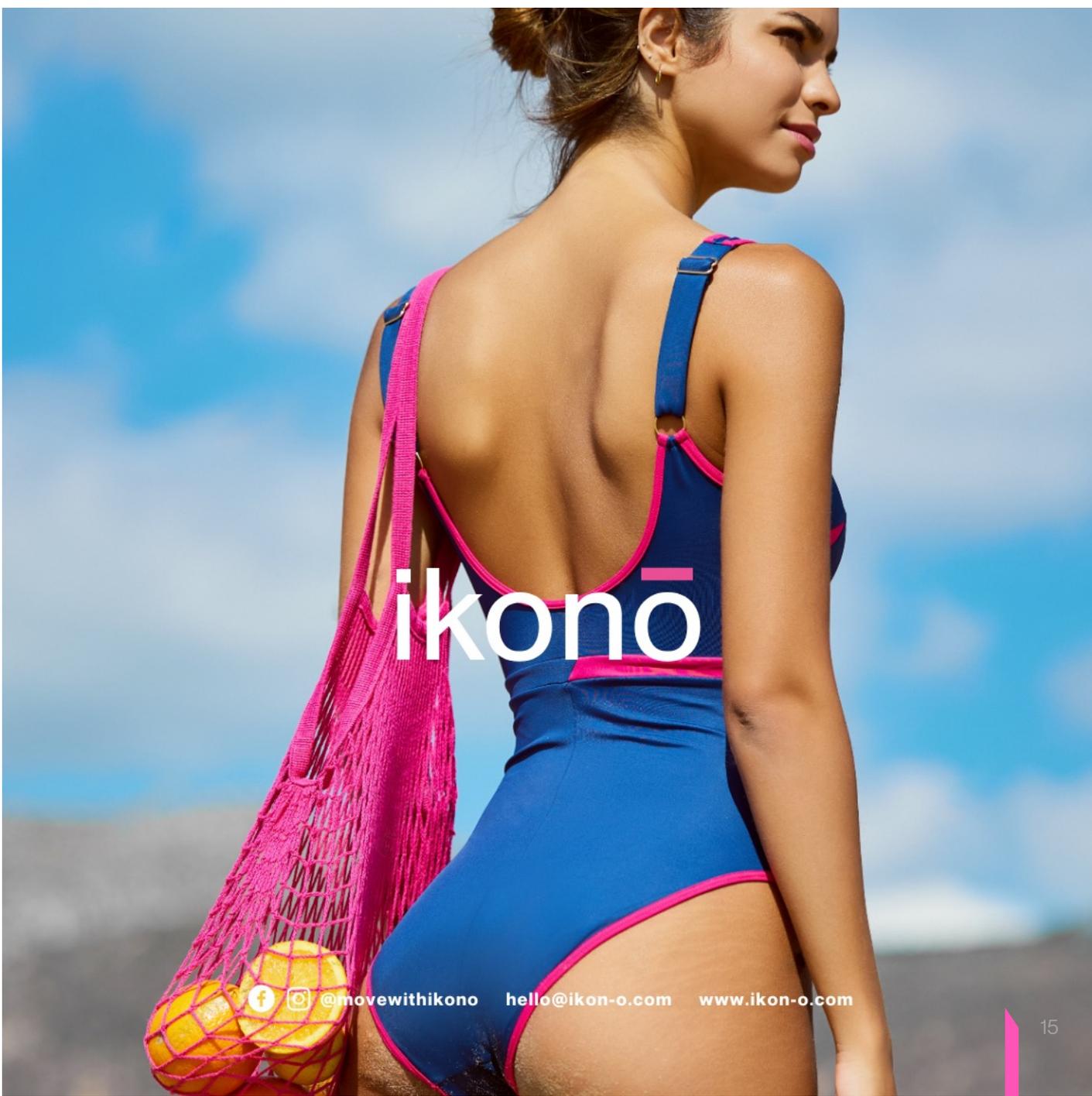
claire(at)ikon-o.com

WEB & SHOP

www.ikon-o.com

IG / FACEBOOK

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