

## Swimsuits for All launches Resort 2018 capsule with Ashley Graham

By [Cassidy Mantor](#) - February 6, 2018

Fullbeauty's Swimsuits for All has launched a limited-edition inclusive swim collection for Resort 2018 in collaboration with plus-size model and activist Ashley Graham. The campaign features Graham and her mother.



*Ashley Graham x Swimsuits for All Resort 2018 - Swimsuits for All*

Ashley Graham x Swimsuits for All Resort 2018 is a thirteen-piece collection of bikinis, one-pieces and cover-ups. The collection offers bright colors and patterns in unique and flattering silhouettes. It is offered in sizes 4 through 22.

The Resort 2018 collection was shot in Morocco and is entitled "Power of the Journey." Graham and her mother are photographed on beaches, by desert

tents and with camels to tell the story of self confidence and body positivity.

Graham said that her mother "promoted body positivity in our household before it was a movement." She continued, explaining that her mother's "feel-good attitude toward her own body has shaped my ability to remain positive and self-assured."

In an official statement, Swimsuits for All explained that the collection with Ashley Graham is meant to "[ignite] a larger conversation around body positivity by celebrating women of varying body types."

Swimsuits for All was founded in 2005 on the premise of offering inclusivity in swim as it relates to all sizes, shapes and ages of women. It offers sizes 4 through 34.

Swimsuits for All is owned by FullBeauty Brands Inc. which also owns proprietary brands including Woman Within, Roaman's, Jessica London and a full beauty marketplace offering curated selections for sizes 12 and up.

Ashley Graham x Swimsuits for All Resort 2018 is available now on Swimsuits for All's website. Each piece hovers around the \$100 price point.

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