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# Luli Fama Hits Home with 'Miami Nice' Collection

The Luli Fama 2015 collection fashion show was just that - a show. Live dancers, Latin beats and towering stilt walkers added a dimension of festivity to the bright, sexy, Miami-inspired swimsuits by designer duo Lourdes ("Luli") and Augusto Hanimian.



Lourdes and her brother-in-law, Augusto Hanimian, are known for their eclectic swimwear designs that seem to tell a story with every stitch and embellishment. For Luli Fama's 2015 Swim Week fashion show, titled

“Miami Nice,” the duo created a collection inspired by Miami itself, drawing ideas from their own experiences living in the city. From the bright patterns and sexy cuts of the swimwear to the models’ neon makeup and the upbeat Latin sounds that filled the space, everything about this show oozed Miami culture. More than a runway show, it was a celebration - of heritage, of beauty, of sexuality, of life. The elaborate show setup drew us further into the collection, creating a story out of every garment. “It’s a little extra. It’s not just a runway show,” Lourdes said backstage after the show. “We give [the audience] something to celebrate and enjoy.”



A designer duo that collaborates from start to finish, Lourdes and Augusto must put extra effort into their creations, as not just one, but both designers must approve of each look before it can be sent down the runway. "In the end, we have to agree on it," Augusto said. "If we don't agree, it doesn't happen. If we don't love every piece, we don't put it in the collection." The extra effort doesn't go unnoticed. From beginning to end, we were struck by the immense detail of each design, which we found in the tiny twist of braided tassels, the addition of mini, neon pom-poms to tunic sleeves, and the thin strands of fabric that adorned the sides of each cheeky bikini bottom.



It's been over a decade since Luli Fama released their first collection, and the brand seems to be growing stronger every year. To aspiring designers, Lourdes and Augusto offer the same advice: Follow your passion, but don't expect the journey to be easy. "First, love what you do, and then work hard because there are going to be very tough times. Keep going, keep going, keep going, until you get what you want," Augusto said.







By [Tatiana Cirisano](#)

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