

A woman with voluminous curly hair is the central figure, wearing a bright yellow halter-neck top. She is looking directly at the camera with a neutral expression. In the background, other women are visible, some in swimwear, and a blue textured backdrop. The overall scene suggests a fashion event or runway show.

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IBIZA SWIM WEEK POOL EDITION

SEPTEMBER 23-25

A Ibiza presentation connecting
swimwear, media and runway.

ABOUT IBIZA SWIM WEEK



Ibiza Swim Week is a swimwear and resortwear platform based in Ibiza, bringing together designers, models, media and industry professionals.

Now entering its third year, it continues to position itself as one of the leading swimwear platforms in Europe, creating visibility for brands and connecting Ibiza with the international fashion scene.

Its second edition brought together 16 brands and models from more than 20 countries around the world, reinforcing its role as a growing international platform for swimwear and resortwear.

The Pool Edition

Ibiza Swim Week brings to one of the most relevant swimwear markets through a curated media presentation and runway showcase.

Created for press, influencers and invited guests, this production offers 4 to 5 selected brands the opportunity to present their collections in Ibiza while gaining visibility and media exposure.

An event by **VYBE**

BONITO HOTEL
SEPTEMBER 23, 24 & 26

WHY IBIZA POOL EDITION?

Ibiza is a key city for swimwear, resortwear and fashion media, making it a natural location to present Ibiza Swim Week to a relevant audience.

This presentation allows participating brands to:

- Connect with media and invited guests
- Gain visibility in a swimwear-focused market
- Present their collections in an intimate runway format
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VISION

This edition is part of Ibiza Swim Week's growth beyond one event, creating new opportunities to present the platform in cities connected to swimwear, resortwear and international fashion.

Ibiza offers the right context to strengthen the connection between Ibiza Swim Week and the U.S. market, while opening new visibility opportunities for the participating brands.



THE EXPERIENCE

Ibiza Edition offers a more intimate and curated runway format, designed to give each brand clear visibility within a curated setting.

- Curated runway show
- Press, photographers and content creators
- Invited guests and industry presence
- Professional production and visual direction
- Model casting and backstage coordination
- Influencers

A format focused on fashion, visibility and industry connection in Ibiza.



Location: Bonito Hotel

One of Ibiza's most exclusive destinations when it comes to fashion, culture, and creativity.

OFFICIAL SCHEDULE 2027



DAY 1
SEP 23
Fitting
Kick off Welcome Party



DAY 2
SEPT 24
Fashion Show

BONITO HOTEL



DAY 3
SEPT 26
Content Creation Day

IMPACT

Audience 2026



Website
10 k Visitas



Our Instagram
1, 1 MIL Reach



400 Guests during teh events,
Industry and press



All media
10 Millions

We have appeared in articles in **Forbes magazine, Marie Claire, Women's Health, In Style, Fashion United, Fashion Network, GQ, El Quindiano**, with more than 200 articles published internationally.



Forbes



FORBES WOMEN

'Ibiza Swim Week' o cómo hacer de la isla el nuevo paraíso de la ropa de baño

La isla acoge por segunda vez consecutiva la 'Ibiza Swim Week', un despliegue de moda *swimwear* de 16 marcas de todo el mundo.



Audience 2026

Últimos 30 días ▾

20 may. - 18 jun.



207 mil

12 jun.



131 mil

15 jun.



35 mil

12 jun.



30 mil

17 jun.

Últimos 30 días ▾

20 may. - 18 jun.

Audiencia ⓘ

Principales ciudades

Madrid	6,9%
Palma de Mallorca	3,6%
Barcelona	3,5%
Ibiza, Spain	3,4%

Pri

Esp
Est
Por
Itali

Actividad en el perfil ⓘ

Comparado con 20 abr. - 19 may.

14,334

+178,2%

Reproducciones ⓘ

Reproducciones

208,603

Reproducciones

1,122,574

2,1% de anuncios

Seguidores	23,8%
No seguidores	76,2%

Cuentas alcanzadas	156,948
	+66,8%

Por tipo de contenido

Todos Seguidores No seguidores

Publicaciones	43,8%
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IBIZA
SWIM WEEK

Seguidores 1,0%

SPONSORSHIP

Ibiza Swim Week has built a network of strategic collaborations that support its growth, visibility and positioning within the swimwear and resortwear industry.

In Ibiza, the project is developed in collaboration with the **Ibiza City Council**, strengthening its role as a fashion platform connected to the island's cultural and destination identity.

Our partners and sponsors become part of this ecosystem, gaining visibility within a curated fashion context with international projection.



Aguas de Ibiza
Grand Luxe Hotel

BONITO



bellapierre[®]
COSMETICS



Miami Edition

MIAMI
SWIM WEEK[®]
THE SHOWS





DESIGNER PACKAGE

1500

Limited to 8 brands

Each participating brand will receive:

- Runway presentation in Ibiza
- Up to 8 looks on the runway
- Professional photo and video coverage
- Models, casting and coordination
- Hair & makeup for runway
- Backstage access
- Visibility through Ibiza Swim Week channels
- Visibility to media, photographers and invited guests

A limited opportunity to present your brand in Miami through Ibiza Swim Week.

2500

CLOSING - Up to 16 Looks

500

CONTENT DAY - 20 PROFESSIONAL PICTURES

ALL IBIZA SWIM WEEK BRANDS GET A SPECIAL RATE FOR THIS EDITION



SPONSOR PACKAGE

1500

Limited to 4 Official Sponsors

Each participating brand will receive:

- Instagram post in collab as Official ISW Sponsor
- Pr placements
- Professional photo and video coVering the brand during the event
- Logo in website and linked to brand's website.
- Visibility to media, photographers and guests
- Mention in the press release

A limited opportunity to present your brand in Europe.





LET'S CONNECT

Be part of Ibiza Swim Week – Pool Edition.

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IBIZA
SWIM WEEK

For participation and collaborations:

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