



ARENA SHAPEWEAR

FW26

Our premium swimwear collection is elegantly designed for all active women who want to feel gorgeous at the swimming pool. Each piece is created with the best fabrics and shaping technologies to balance and define every body type. Because each woman is unique.

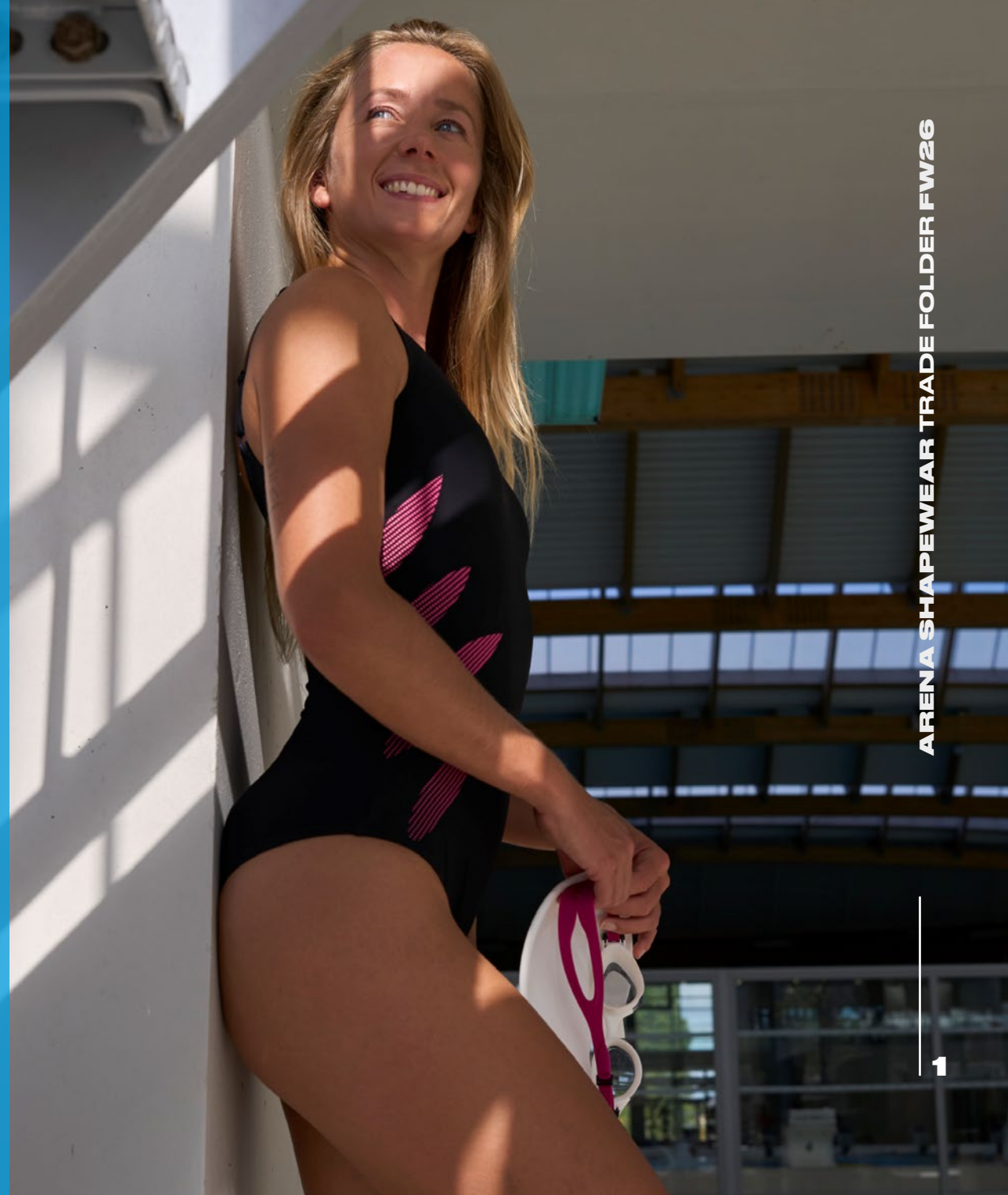
CONSUMER NEEDS

SUPPORT

More support to the upper and lower parts of the body during the workout.

BEAUTY

Elegant swimsuits that make women feel confident and beautiful.



WHY arena SHAPEWEAR STANDS OUT:

Designed to reinforce our premium positioning, arena Shapewear brings extra value to the range and embraces inclusivity with styles for every body.

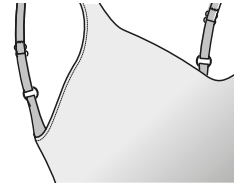
ENHANCED DESIGN, SUPERIOR SUPPORT

Swimsuit crafted to highlight the chest, smooth the waist and balance the hips, celebrating the beauty of every silhouette.

Comfort & Support

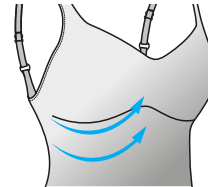
Adjustable straps for a personalized fit

ADJUSTABLE STRAPS



Built-in bras with branded elastic for superior support

INNER BRA



Shaping

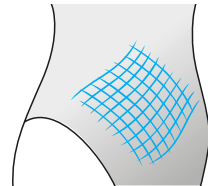
Sensitive® Fabrics for a soft, sculpting feel

SHAPING FABRIC



Power Mesh panels to define and streamline the waist

POWER MESH TECHNOLOGY





A COLLECTION THAT SHAPES AND SUPPORTS.

Designed with precision, each piece sculpts and supports to bring out the best of every body.

With wider straps, double-layered fabrics, different back styles and inner bras, our formula offers tailored support and comfort.

FABRIC

Made with Italian Sensitive® Fabrics, this material offers exceptional elasticity, shaping, and support while feeling beautifully soft on the skin. Crafted from 68% recycled nylon and 32% elastane, and powered by LYCRA® Xtralife, it ensures chlorine resistance, breathability, and 50+ UV protection, delivering a sculpted, secure fit that lasts.

BACKS

Wide straps and increased back coverage provide excellent bust support for a secure, comfortable fit.

INNER BRAS

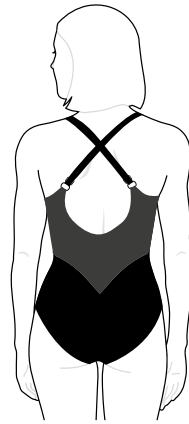
Five inner bra options, crafted to deliver tailored support ranging from medium to high, ensuring comfort and confidence in every move.



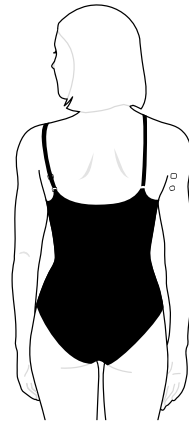


BACKS

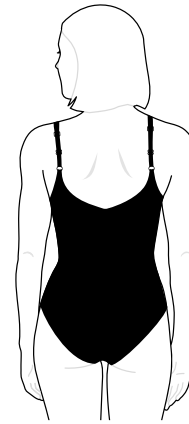
Each back construction has been developed to offer full support and stability, combining strategic strap placement, ergonomic back shapes, and targeted coverage. The result is a range of fits that deliver consistent support, maintain garment stability, and ensure an optimal fit throughout the swim.



CROSS



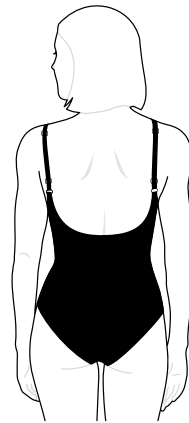
STRAP



WING



SQUARED



U



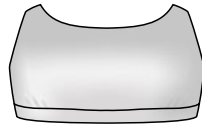
SOFT CURVE





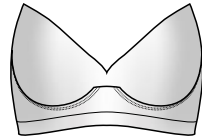
BRAS

Many types of bras, each offering the right support for every woman's needs.



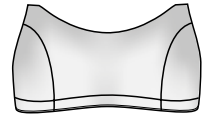
CLASSIC BRA

Bra with elastic underbust band, lined cups, and strategic cuts that enhance shape while providing natural support and comfort.



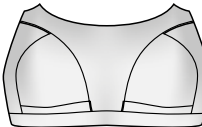
SEAMED BRA

Wire-free, with elastic mesh underbust and full lining. This bra gently lifts and separates while providing medium support.



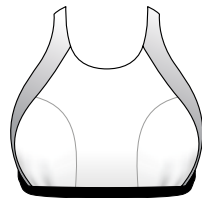
CLASSIC BRA WITH REMOVABLE CUPS

Designed for versatility, it features custom underbust elastic, removable molded cups, and full lining for adaptable fit and steady medium support.



CLASSIC BRA WITH FIXED CUPS

With custom underbust elastic, fixed molded cups, and all-over mesh, this bra delivers precise shaping and a smooth, supportive fit.



X-SUPPORT BRA

Crafted with branded underbust elastic, removable molded cups, inner power-mesh side panels, and full lining, this bra offers a secure fit and strong support, perfect for larger busts.



BEAUTY BY DESIGN

Every detail is intentional: sculpting side panels define the waist, allover prints create balance, and strategically placed patterns guide the eye to celebrate the natural curves of the body. This collection brings together refined aesthetics and functional support, creating a confident, sculpted silhouette.

EXAMPLES OF DESIGNS CREATED TO EMPHASIZE DIFFERENT SHAPES.



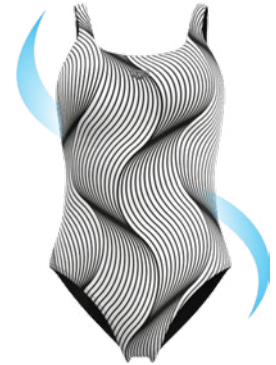
Define
the waist



Enhance
the natural curves



Enhance
the silhouette



Create
balance

arena





HERO



011844
W ARENA SWIMSUIT
GIANNA SQUARED BACK
551



008139
WOMAN'S ARENA SWIMSUIT
MILENA WING BACK
509



006522
W JEWEL ONE PIECE R
588



010852
W ARENA SWIMSUIT
LINDA CROSS BACK
550



011840
W ARENA ADA SWIMSUIT
STRAP BACK
505

MARKETED



006522
W JEWEL ONE PIECE R
501



011845
W ARENA SWIMSUIT
ERIKA CROSS BACK
501



006525
MAKIMURAX R
501



011843
W ARENA GIULIA SWIMSUIT
SOFT CURVE BACK
500



011844
W ARENA GIANNA
SQUARED BACK
589



011844
W ARENA SWIMSUIT GIANNA
SQUARED BACK
799



IN-STORE WALL CUSTOMIZATION



SHOP WINDOW

DISPLAY STARTER

Reboard backdrop

Adhesive window decal



SHOP WINDOW

DISPLAY PREMIUM

Sheets of paper

Adhesive window decal

Mannequin

Monitor



POP MATERIALS FW26

METAL HANGER

Made of shaped rigid metal



HALF MANNEQUIN

Made in paper pulp, a sustainable material
Base in reboard, purchasable separately



SHELF TALKER

Totally made with reboard







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