



Mum with designs . . . Dana Carmont with daughter Chloe, 7, and son Tyler, 9, sees her designs in stores from Bondi to Camden.

Suburban supermum takes on the socialites

By JEN MELOCCO Fashion Editor

IT is a world usually inhabited by Eastern Suburbs socialites, not suburban mums from southwestern Sydney. Camden mother-of-two Dana Carmont is making waves by taking on the fashionistas in the competitive Australian swimwear market.

And, the clothing designer says her secret weapon to compete in an industry worth \$50 million a year is simple, she knows exactly what women want.

"Women want to feel sexy but have something that is also a simple shape and easy to wear, mums included.

"And they don't want anything with saggy bum, which too many have. My costumes have non-saggy bottoms," she said.

The trick is cutting the cossie with a little less material in the bottom to give it a sleeker, smoother fit.

But, fitting the title of swimwear designer-to-watch into her busy life is an achievement for Mrs Carmont.

The 33-year-old mother of Tyler, 9 and Chloe, 7, juggles duties as designer for her Who is Angie swimwear label with running two retail fashion stores and being a hands-on mum.

A former Miss Fitness champion, she also makes regular workouts a part of her daily routine.

"It means I have to use every spare moment to design," she said.

"I find I have the space to think when I'm driving in the car, even with the kids."

A small sketchpad is tucked into her handbag at all times so moments of inspiration can be recorded.

Her '60s style polka dot pieces from strapless bikinis to plunge-neck one pieces were captured in such a moment.

"I had seen the fabric and loved it and couldn't stop thinking about it and how I could use it when I was driving Chloe to ballet," she said.

Originally stocked solely in her Lemon Peel boutique in Camden, her label is now getting out across Sydney.

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Video: Dana talks us through her designs

dailytelegraph.com.au



Eye-catching . . . some of her ranges