

Tayo Ishola

Eido Swimwear With Style

By Maralyn D. Hill

Tayo Ishola, a Nigerian born fashion model who always had a desire to create and be creative, did not start out designing swimwear. Her start was with public speaking, acting in school plays, and leading cultural dance groups from the age of six.

When Tayo turned fourteen, she accepted an offer to work under her uncle, who was the creative director of a menswear line. For two months, she had the opportunity to work as an apprentice alongside her uncle's tailors at his design studio. This enabled her to gain firsthand knowledge she would not trade for anything.

Shortly after her apprenticeship, Tayo was introduced to the world of bikinis and swimsuits, when she started competing in beauty pageants at the age of fifteen.

Tayo's deeper interest in the swimwear industry developed when she moved to Miami in 2010 and began modeling swimsuit fashion. She wanted more than what she was modeling. Her desire was to create a swimwear line that would be very flattering, and every woman would be able to relate to the pieces created. Tayo said, "I wanted a brand that would feature rare, thought-provoking prints that would serve as a reminder to the

aware woman that her confidence is all that's needed."

What I liked about Tayo's Eido designs was they include something for everyone. Yes, there are bikinis, but there are two very attractive one-piece suits, with a different twist in fabric and style. The fabric shell is 82% nylon, 18% spandex, and the lining is 93% polyester, 7% spandex.

Tayo says, "The ideal Eido woman does not yearn for validation; she is an energetic woman who desires to swim in style and stand out. The collection features a variety of options from bikinis to one

piece suits available in both simple, structured pieces and complex patterns. Each chic swimsuit features prints conceived and created by Tayo, and is designed to tell its own story in a unique way while flattering the woman's body."

I have the black one piece with cube print and one side that goes over the shoulder. It is quite comfortable and flattering. I especially like the style of the white one piece with blue accents.

Tayo Ishola is a name to watch for in swimwear. You can order direct from eidoswimwear.com.

