SERA

*Swim*WEAR

At Sera Swimwear, we deliver luxurious, expertly crafted swim and resort wear exclusively for plus-size women, combining premium design with an exceptional digital shopping experience. Our vision is to revolutionize the swimwear and ready-to-wear shopping experience for plus-sized women with a blend of elegance, expertise and innovation. We'er here to lead the industry at the intersection of resort, lifestyle and experiential retail with a focus on environmental responsibility.

Sara Simmons, Founder | sara@courbessera.com | seraswimwear.com

INVEST IN **SERA SWIMWEAR**

Luxurious, expertly crafted swim and resort wear exclusively for plus-size women

seraswimwear.com Tampa, FL

Female Founder | Consumer Goods | Retail | Fashion

Highlights

1. Only 10% of the swimsuit inventory is plus size, even though 72% of women are size 12 or larger.

2. Digital Disruption of the $4.8B Plus Size Swim (est 2025 CAGR)

3 Revolutionizing the Swimwear Shopping Experience: Swimwear Meets Tech Innovation

4 Innovative Construction Provides Comfort and Compression, Without "Squeezing" on/off

5 Expert Team with over 50+ Years of Combined Expertise Across Swim, Fashion, Lifestyle and Tech

6 Sustainability focused from material, manufacturer and warehouse to packaging, shipping and charity

Featured Investor

Henry Dera

Invested $7,500

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"I am excited to support Sera Swimwear, a luxury brand founded by the visionary Sara Simmons, set to transform the $4B+ plus-size swimwear market. Sera Swimwear is not just a brand—it's a sophisticated, expertly crafted luxury swimwear and resort wear collection for plus-size women. Combining premium design with a seamless digital shopping experience, the brand delivers elegance and innovation to an underserved market. Sara's vision to disrupt the industry is both timely and compelling, as she revolutionizes the shopping experience for plus-size women, blending style, body positivity, and inclusivity. Sera Swimwear goes beyond fashion by offering a complete lifestyle experience that empowers its customers. The company's commitment to environmental responsibility further strengthens its position as a forward-thinking, ethical brand. With Sara's leadership and the brand's focus on luxury, sustainability, and inclusivity, I am confident in Sera Swimwear's potential to lead the market. I'm proud to invest in this exceptional company and look forward to its continued growth and impact."

Our Team

Sara Simmons Founder + CEO

A dynamic entrepreneur and seasoned executive passionate about growing innovative startups. With a BFA in Fashion Design and an MBA from Regent's University London, she blends creativity with strategic insight to redefine the plus-sized market.

Lane Timian CBO + CCO

Over 15 years building, launching and scaling globally recognized brands across swim, fashion and tech. Notable swim and fashion experience includes Vitamin A Swimwear, Rebecca Minkoff Swimwear, Kate Spade New York and Coach.

Suzy Wakefield Head of Design and Innovation

Over 2 decades of experience in lingerie and apparel design for world-class brands such as Victoria's Secret, and Komar, and a leading expert on concept creation, design, and product development as well as a seasoned mentor for start-up founders.

Delrose Taylor Head of Production

Over 2 decades with fortune 500 companies such as L Brands, PVH and most recently Yitty, Del leverages her experience across Product Development, Sourcing and Production, with extensive experience in intimate apparel, cut and sew knits and sportswear.

Erin Cavanaugh Advisor

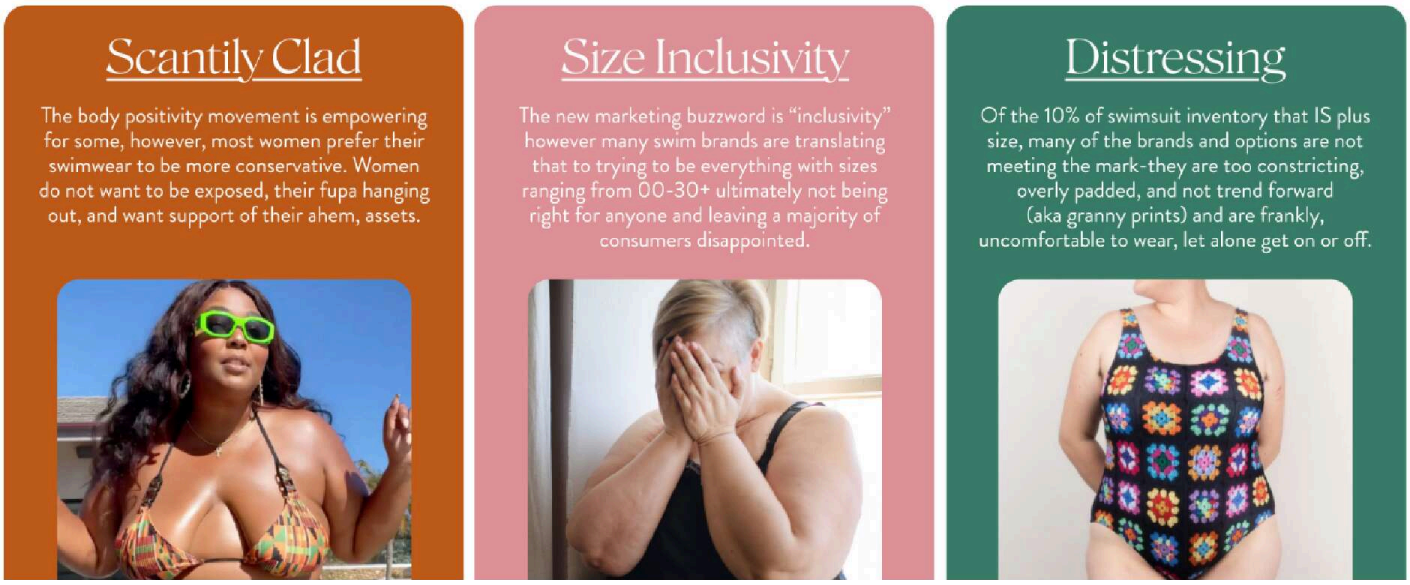
Erin Cavanaugh is a former Nike and Nordstrom leader who drove growth through consumer insight and product innovation. As founder of See ROSE Go, she holds a U.S. patent and achieved a 75% customer loyalty rate with award-winning, high-margin products.

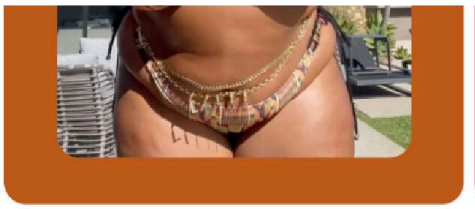
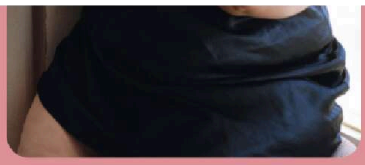
Luxury Swimwear Brand Disrupting the $4B+ Plus Size Swimwear Market

At Sera Swimwear, we deliver luxurious, expertly crafted swim and resort wear exclusively for plus-size women, combining premium design with an exceptional digital shopping experience. Our vision is to revolutionize the swimwear and ready-to-wear shopping experience for plus-size women with a blend of elegance, expertise and innovation. We're here to lead the industry at the intersection of resort, lifestyle and experiential retail, with a focus on environmental responsibility.

PROBLEM

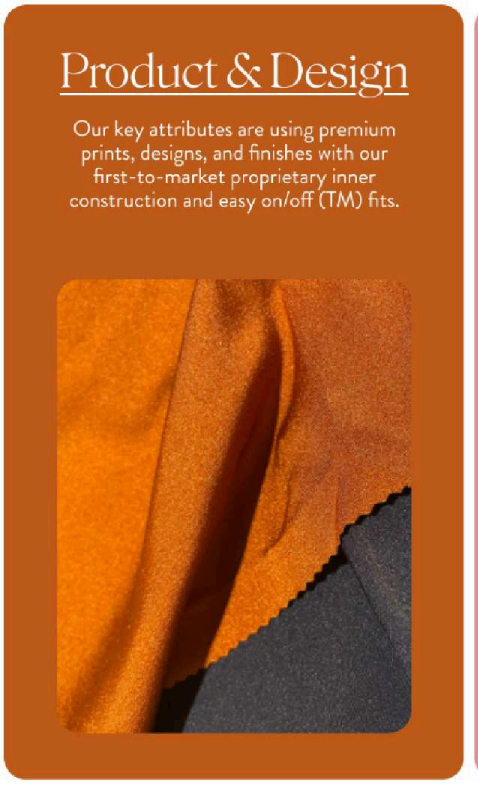
- **Only 10% of the swimsuit inventory is plus size even though 72% of women are a size 12 or larger.**
- **Of those 10% options... the experience to purchase is that of a second rate consumer and the options are LIMITED.**
- **The Inclusivity movement is NOT inclusive enough.**

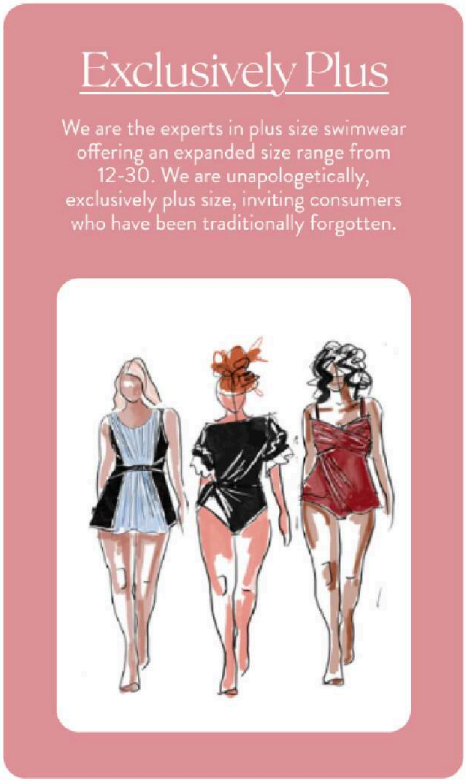


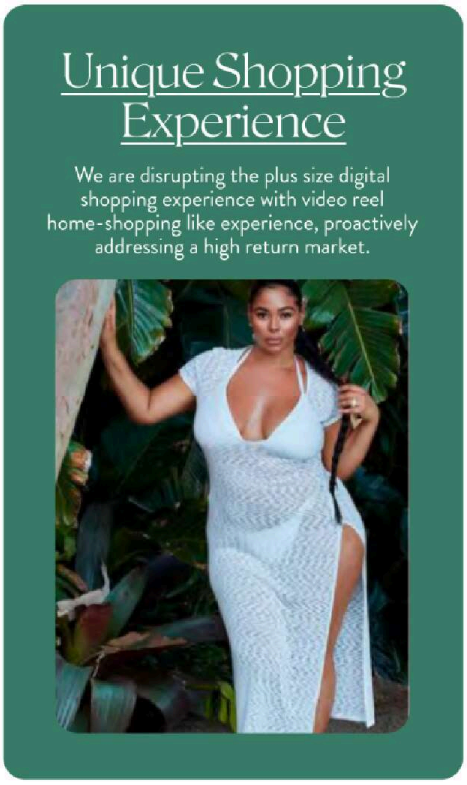



SOLUTION

- We are ***Exclusively*** Plus-Size. Catering to customers who have traditionally been forgotten.
- **Premium Product & Design** with innovative Construction & Easy On/Off Fits
- **Experience Based Shopping:** Disrupting the digital shopping experience with live stream shopping, virtual fitting rooms, experiential pop-ups and so much more.







MARKET VALIDATION

Demand for inclusivity in the fashion industry is at an all-time high, with the plus-sized segment alone expected to grow by over 5% annually. Yet, within the swimwear category, options remain limited and the shopping experience is underwhelming for plus-sized consumers seeking fashion-forward, high-quality swim and resort wear. Enter Sera Swimwear, designed to address this underserved market with innovative tech-driven construction that doesn't just fit, but enhances comfort and confidence. Sera Swimwear is poised to capture a sizable share of this expanding market.

Market Validation:

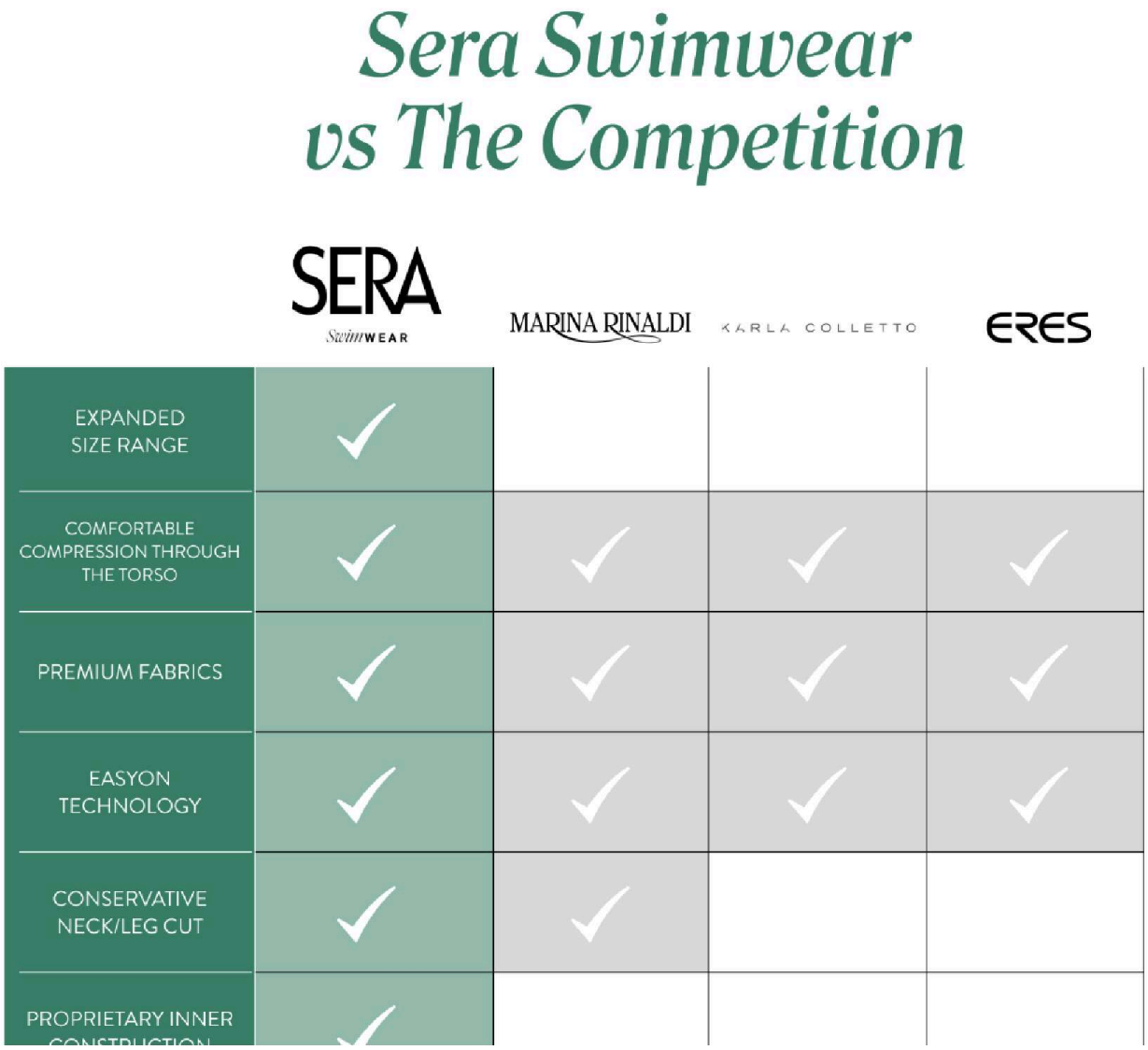
The plus size market continues to grow exponentially reaching over $1T by 2032.

72%	$4.8B	$21B	$1.04T
WOMEN WEAR SIZE 12 OR LARGER	PLUS SIZE SWIM CAGR 7.5% BY 2025	LUXURY SWIM CAGR 6% BY 2027	PLUS SIZE APPAREL BY 2032

COMPETITIVE ANALYSIS

Most swimwear brands overlook or inadequately serve the plus-sized consumer. Competitors often rely on outdated designs and materials that fall short on comfort and style while offering an "inclusive size range" of XS-2X. This not only leaves 3X+ without a solution that works for them, it also proves too broad to truly serve any of their customers with a perfect fit.

Sera Swimwear breaks the mold with innovative innovative construction and a digital-first approach, redefining fit and style for the modern, body-positive woman. By placing emphasis on exclusively plus sizing of 12-30, high-quality materials, and cutting-edge design, Sera Swimwear distinguishes itself from conventional brands and appeals to an increasingly savvy consumer base that values aesthetics, comfort and community.



BUSINESS MODEL | HOW WE WIN

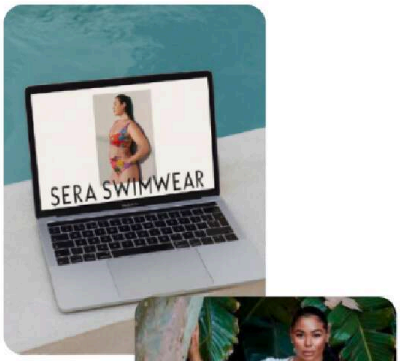
- EXPERIENCE BASED
- Pop-Ups with specialty retailers
- Special Events - Keeping premium resort/boutique experience
- DIGITAL DISRUPTION
- Leveraging Live-Shopping Platforms like QVC, HSN, TikTok Shop/Live, Amazon Live, Facebook Live along with integrated live-shopping features and virtual fitting rooms on our DTC
- COMMUNITY BUILT
- Built Exclusively for the underserved...we pour into our community and put our consumers at the center of our brand.
- From IRL community events, to charitable give-back partners and loyalty programs, our products do more than just make you feel good, our brand makes a difference.

Market Adoption:

DTC brand through performance and brand marketing optimizing omnichannels and through strategic brand partnerships.

DTC e-Commerce | Permeate Existing | Omnichannel

DTC e-Commerce



Permeate Existing New Audiences

Saks Fifth Avenue

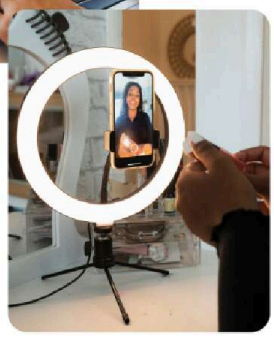
Neiman Marcus

QVC

NET-A-PORTER

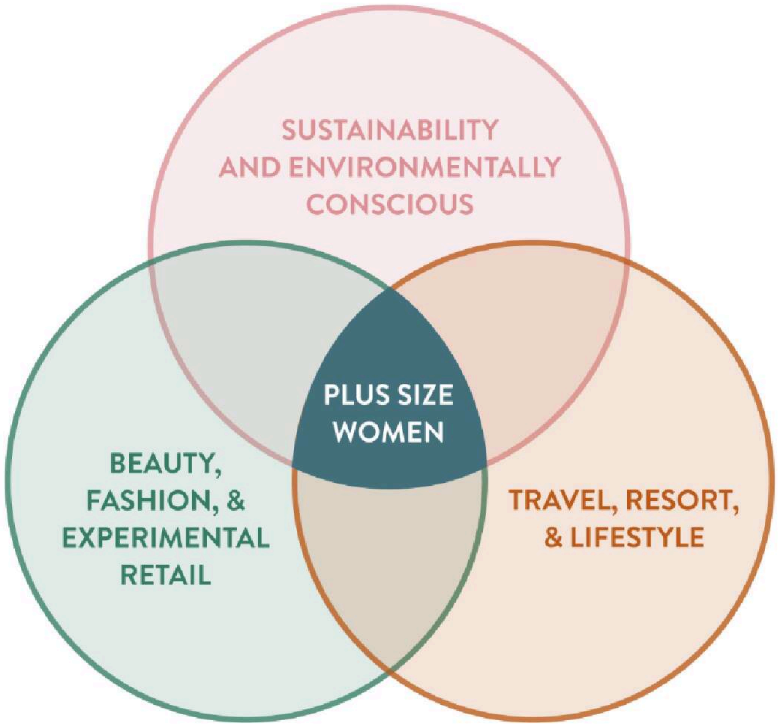
Dia | SHOP

Omnichannel Marketing



Market InterSection:

We are at the intersection of **beauty, fashion, travel, resort, sustainability and environmentally conscious** focused on the plus size consumer.



REVENUE PROJECTIONS

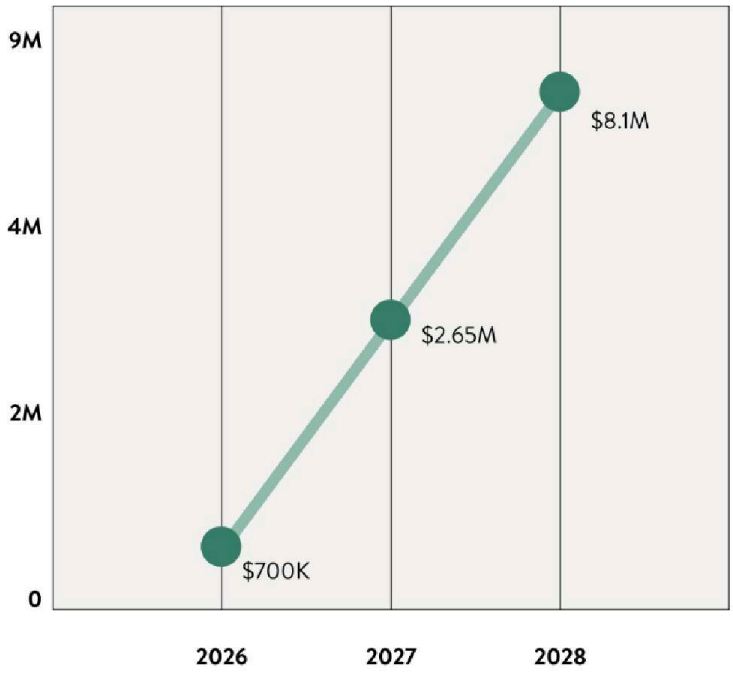
With a foundation of strong initial sales and a targeted expansion strategy, Sera Swimwear is projected to grow revenue by 200-300% year-over-year. By capitalizing on our digital disruption, experience-driven community building and our consumer centric channels, we anticipate YoY growth, with 2026 launch year projected revenues starting at $500K, quickly growing 200%+ into 2027 and beyond. These figures reflect both our ability to capture new market share and our proven appeal to a loyal customer base looking for quality and innovation in swimwear.

Financials & Future Growth

EXPAND PRODUCT & CATEGORIES

INCREASE AOV THROUGH LIVESTREAM & POP UP EVENTS

PAID ACQUISITION, TOP AND BOTTOM FUNNEL GROWTH MARKETING AND OMNICHANNEL MARKETING



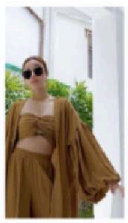
Future Projections are not guaranteed.

PRODUCT

- Innovative Compression Construction
- Crafted with the plus-size consumer at the heart, our design-first approach prioritizes style without compromise. Using a innovative compression construction, we deliver the perfect balance of comfort, shape, and confidence in every piece.
- Easy ON/OFF
- We know traditional compression swim and shape wear can be uncomfortable to shimmy in and out of. Thats why we designed our suits with just the right amount of compression, strategically placed, to make getting in and out of your suit a breeze.
- Luxury Eco Fabric
- Our suits are made using the "Gold Standard" in Italian swim fabric. Sustainably sourced, using **Econyl**® regenerated nylon thread and power mesh with adaptive technology.

SERA SWIMWEAR SERA SWIMWEAR

UPDATED RESORT DESIGNS



SERA SWIMWEAR

UPDATED SWIM DESIGNS

Sonia

Jasmine

Margot

SERA SWIMWEAR

UPDATED SWIM DESIGNS

Lola

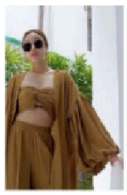
Devon

SERA SWIMWEAR

UPDATED RESORT DESIGNS

Mavis

Betsy



SERA SWIMWEAR

NEW RESORT DESIGNS

Vivienne

Deirdre
Split side

Nola

Confidential & Proprietary

SERA SWIMWEAR

COLOR

Planet 0191

Cile 2165

Supernatural 50019

Anguria 4259

Riva 60203

Nero 9040

Army 70060 Dattero 8165 Seppia 8101 Cosmopolitan 4209

Confidential & Proprietary

TIMELINE

Timeline & Traction:

Sera Swimwear has been building a strong foundation over the last year. We are poised to **launch Q1 2026**.

USE OF FUNDS

Funds raised through this campaign will directly support Sera Swimwear's next phase of growth, with allocations aimed at developing our initial product range, scaling marketing efforts, and enhancing our connection with the community.

Specifically, 60% of funds will go toward our global go-to-market launch, increasing brand awareness and enabling us to develop consumer connections, and 40% will be used to develop our initial collection, supporting our goal of setting the new standard in truly inclusive swimwear.

The Ask

$500,000

Seeking 500k in funds to complete the development of our product, marketing, expenses, packaging, and shipping.

Join Sera Swimwear and support women at their most vulnerable - in a swimsuit.

7.9% of funds are due to be paid to Wefunder.

LED BY A TEAM OF EXPERTS

We've stacked our team with industry veterans across swimwear, intimates, fashion, DTC and hyper-growth startups and continue to build our board of advisors ensuring expertise at every step.

The Team:

We have a diverse team of women with **deep industry knowledge** across globally recognized brands.

SARA SIMMONS
Founder & CEO

LANE TIMIAN
Brand, Marketing & Commercialization Strategist

SUZY WAKEFIELD
Design & Innovation Advisor

DELROSE TAYLOR
Production & Sourcing Advisor

ERIN CAVANAUGH
Advisor

50 years of experince in global startup and fortune 500 companies

Deep knowledge in swim and apparel design, development, global production, brand and communication

SERA SWIMWEAR · LANE BRYANT · CHIEF · BEATSTARS · NIKE

NORDSTROM · REBECCA MINKOFF · Vitamin A · VICTORIA'S SECRET · FOURKITES