



Social Buzz: Freshman Shellie Frai's swim suit line, Killer Ivy Swimwear, first launched on Instagram a little over a year ago. Because of that, Frai said she spends a lot of time updating Killer Ivy's social media accounts and staying in touch with customers. "It's more personal that way."

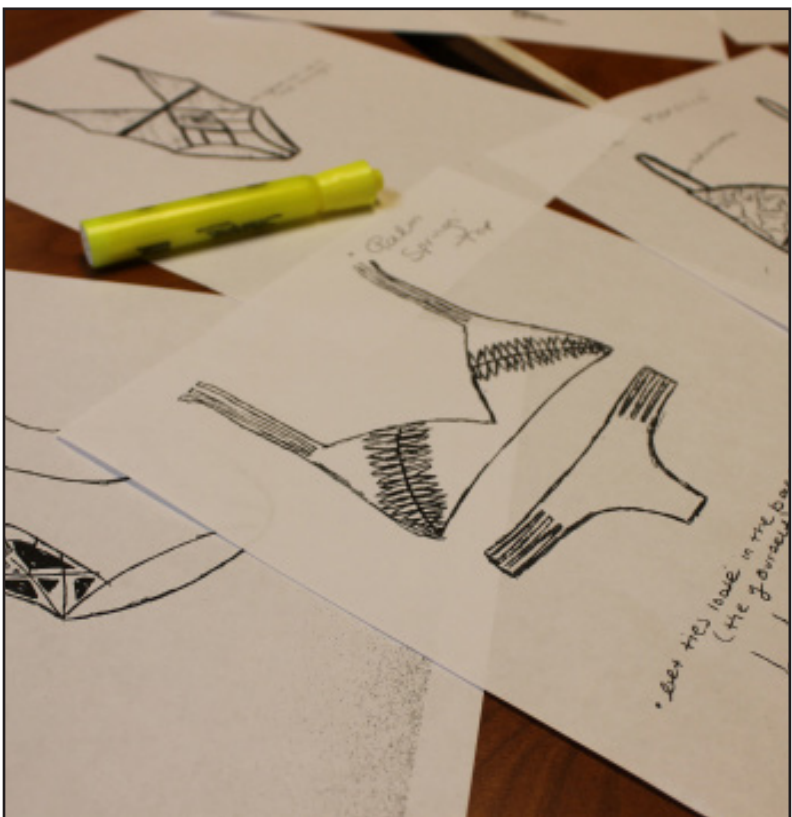
Photos by Paige Levin

SWIM CHIC

University of Florida freshman Shellie Frai runs growing bathing suit line from her dorm



Mrs. 305: Each swimsuit, shown above, is inspired by Frai's hometown, Miami, Fla.



Moving Up: (Left) Frai displays some designs for the summer 2016 line. After sketching out her ideas, Frai ships them to a friend in Brazil for production.

(Top right) Though most of her designs are original, Frai's top selling pieces are those that mimick popular designer swimwear. "We take what the celebrities are wearing and make it attainable for people like you and me," she said.

(Bottom right) Women shop at a Killer Ivy Trunk Show. "Who knew people would actually want to buy my designs?"