



ELEMENTS COLLECTION

2021 | 2022

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EC / 21 | 22 / CONTENT

SUSTAINABILITY ROAD MAP // 06

Our road to more sustainable pole wear.

WOMENS // 09

Regular sizes. Our best selling classics re-done in regenerated nylon.

WOMENS PLUS SIZE // 31

Plus sizes. Brand new addition to our regular collection. Made with regenerated nylon.

MEN // 60

Regular sizes. Brand New styles. Made with regenerated nylon.

NAMASWAY // 79

Palazzo pants. Adaptable size. Made with sustainable viscose.



EC21 / LOOKBOOK



Elements collection was inspired by travels I had pleasure an privilege to take in the past few years before pandemic outbreak. All pictures of nature you can see in this lookbook were taken during those travels. Colors of sand, sky and sea so different and ever changing. Warm rusty reds, creamy whites, bluish greens and blacks. Taking in the beauty that nature gave us with the respect and awe. That's how Elements collection was born.

We brought back our best selling classics with new twist for our regular size Women wear. We are also proud to bring you new plus size collection specially curated to flatter curvy body types and wider our audience. Additionally we've added two new cuts made for our Menswear collection.

Following our previous Senses collection Elements collection by Sway is the new approach to pole wear. Minimalistic design, smooth lines, attention to fine detail together with advanced manufacturing technology brings you pole apparel that is timeless and sublime.

Customers will invest in piece that lasts, has timeless design and will buy another item not because the old item needs replacing but because they see the value in quality.

High end fabric used for this collection (made in Italy 78% Nylon/Lycra ECONYL® Regenerated and 22% Elastine) is luxurious to the touch and hugs your body in a way that is flattering, feeling like a second skin.

It looks and feels fabulous as well as being a solution to waste, ECONYL® regenerated nylon is also ahead of the game when it comes to climate change. It reduces the global warming impact of nylon by up to 90% in comparison to materials produced from oil.

This fabric also makes it possible to use our pole wear as swim wear. So with every purchase you double the purpose.

Metal hardware (rings, adjusters, clasps and new logo plate) made locally in Poland and coated with our hypoallergenic, nickel free coating. All straps, including our signature garter straps are custom made for us to match the colors and are adjustable to fit perfectly.

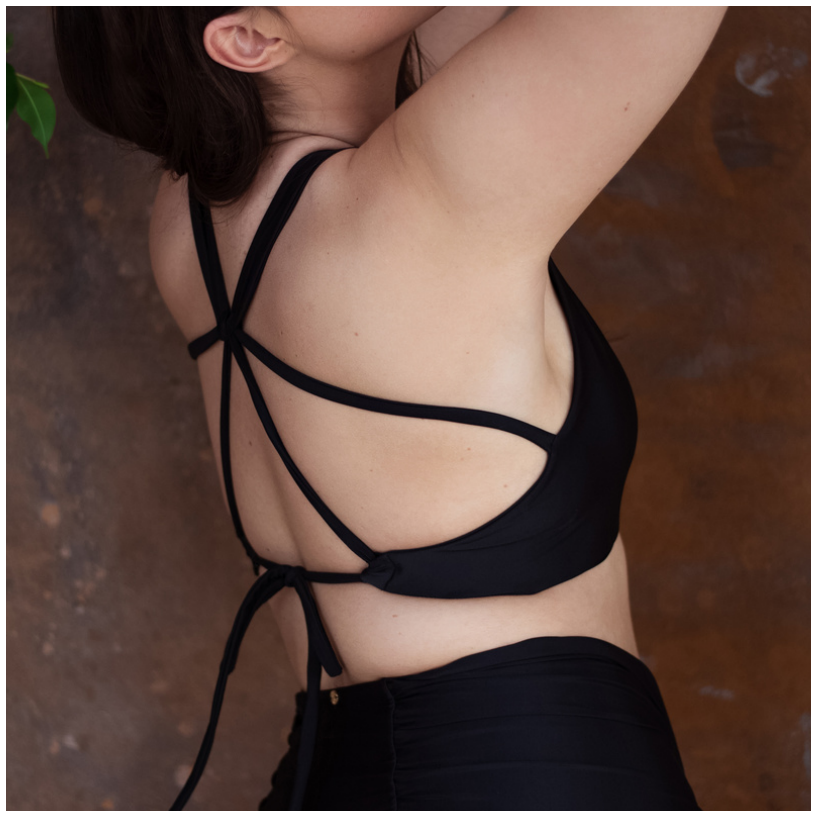
We've eliminated the issue of threads breaking by applying different sewing techniques, keeping all seams inside the garments, and using the best threads we could find on the market. They were then dyed to match the fabric used in the collection. This makes stitching almost impossible to see and gives the item a more seamless look.

I've been working hard for over 6 years now, ever since I brought Sway to life, to finally create collection of the quality I always envisioned.

I've poured all my heart into it, and I hope you will fall in love with it as much as I have.

Jurago-Pach

AGATA JURAGO-PACH
Fashion Designer





Sway
Sustainability Road Map

2015

Company founded

All garments made only to order by one seamstress

Keeping small stock of fabric to minimize waste

Orders packed in reusable organza bags and **Rainforest Alliance Certified** envelopes

2017

Company grows and we've started wholesaling to pole wear shops

All garments are still made only to order by one sewing room in Gdańsk (Poland)

Introduced **TEXTIL-CERT eco certified** fabric made in Poland

All garments are made in two sewing rooms in Poland (Gdańsk and Inowrocław)

2018

Started stocking small numbers of garments for Sway online shop

Signed Trademark Licence agreement with **AQUAFIL S.P.A.**,
to use **ECONYL® regenerated nylon** Trademark

Swapped packaging to **paper padded SUMO® peel & seal pockets** made of 100% recycled paper

To avoid waste, newest Sway Vegas collection was made of fabric ends left from previous ones

All polewear is now made in sewing room in Legnica (Poland)

Introduced **ECONYL® regenerated nylon made from waste**, used in latest Sway Senses collection

All Namasway palazzo pants are made in sewing room in Bydgoszcz (Poland)

2020

Introduced sustainable **Yaro-Text** viscose (made from **Bamboo** or **LENZING™ ECOVERO™** fiber)
used for our Namasway palazzo pants

Replaced plastic with **metal hardware** made in Poland

Introduced high end **Coats threads** to eliminate breaking and to make sure our
garments last longer

Swapped packaging to tissue paper and carton boxes **Resy and
FSC packing from responsible sources** made of 70% recycled paper

Incorporated **GOGREEN CLIMATE NEUTRAL** fee for shipment

2021

100% of our currently produced range is made with sustainable fabrics!

Created **Common Objective** profile to further learn about sustainability and connect
with likeminded brands and manufacturers

Prove Sway brand sustainability and ethics by getting **B Corp Certification** by the end of year

2022

Source **sustainable mesh fabric** critical for some of our new designs

Improve packaging to be made with **>95% recycled** materials

We aim to **only** using regenerated/recycled fabrics

Start **funding sustainability projects** by donating percentage of each order value from Sway online shop

WOMENS // COLLECTION

Regular sizes. Our best selling classics re-done in regenerated nylon.





Model
Bettie

Color
Green Aventurine

Material
Made in Italy
78% ECONYL® Regenerated Nylon
22% Elastine





Model
Bettie

Color
Milky Quartz

Material
Made in Italy
78% ECONYL® Regenerated Nylon
22% Elastane





Model
Bettie

Color
Rusty Jasper

Material
Made in Italy
78% ECONYL® Regenerated Nylon
22% Elastine





Model
Bettie

Color
Black Crow

Material
Made in Italy
78% ECONYL® Regenerated Nylon
22% Elastine





Best seller since 2016. Your favorite Sway classic with the new twist. Now in set with matching shorts. Bettie mixes contemporary, sports luxe-inspired style with some kinky vibes. Metal hardware with hypoallergenic, nickel free coating. Re-done in luxurious technical Italian fabric.

Model is 172cm tall and wearing a size S //
78% ECONYL® Regenerated Nylon
22% Elastine

Machine wash cold / Do not bleach / Avoid spin dry / Iron max. temp 110°C

Color



Size







Model
Monique

Color
Black Crow

Material
Made in Italy
78% ECONYL® Regenerated Nylon
22% Elastine





Model
Monique

Color
Rusty Jasper

Material
Made in Italy
78% ECONYL® Regenerated Nylon
22% Elastine



Model
Monique

Color
Milky Quartz

Material
Made in Italy
78% ECONYL® Regenerated Nylon
22% Elastine







Model
Monique

Color
Green Aventurine

Material
Made in Italy
78% ECONYL® Regenerated Nylon
22% Elastine



Monique is new twist on Ruby shorts, our best seller since 2017. The shorts that started the revolution in pole wear fashion. Now in set with matching top. Metal hardware with hypoallergenic, nickel free coating. Re-done in luxurious technical Italian fabric.

Model is 172cm tall and wearing a size S / 78% ECONYL® Regenerated Nylon
22% Elastane

Machine wash cold / Do not bleach / Avoid spin dry / Iron max. temp 110°C

Color



Size





WOMENS // COLLECTION

Plus sizes. Brand new addition to our regular collection. Made with regenerated nylon.

CURVY





Specially curated to flatter curvy shapes. Perfect fitting polewear whatever your style or size is. Designs created to complement your figure and flatter your shape.

From high waist classic shorts to strappy extravaganza. Soft tops that give you support and confidence.

More inclusive extended sizing up to 3X caters for wider audience. The styles were not just scaled up regular sizes but we took time to listen to what was missing in the market and created this collection based on talking to our pole community.





Model
Tess

Color
Milky Quartz

Material
Made in Italy
78% ECONYL® Regenerated Nylon
22% Elastine



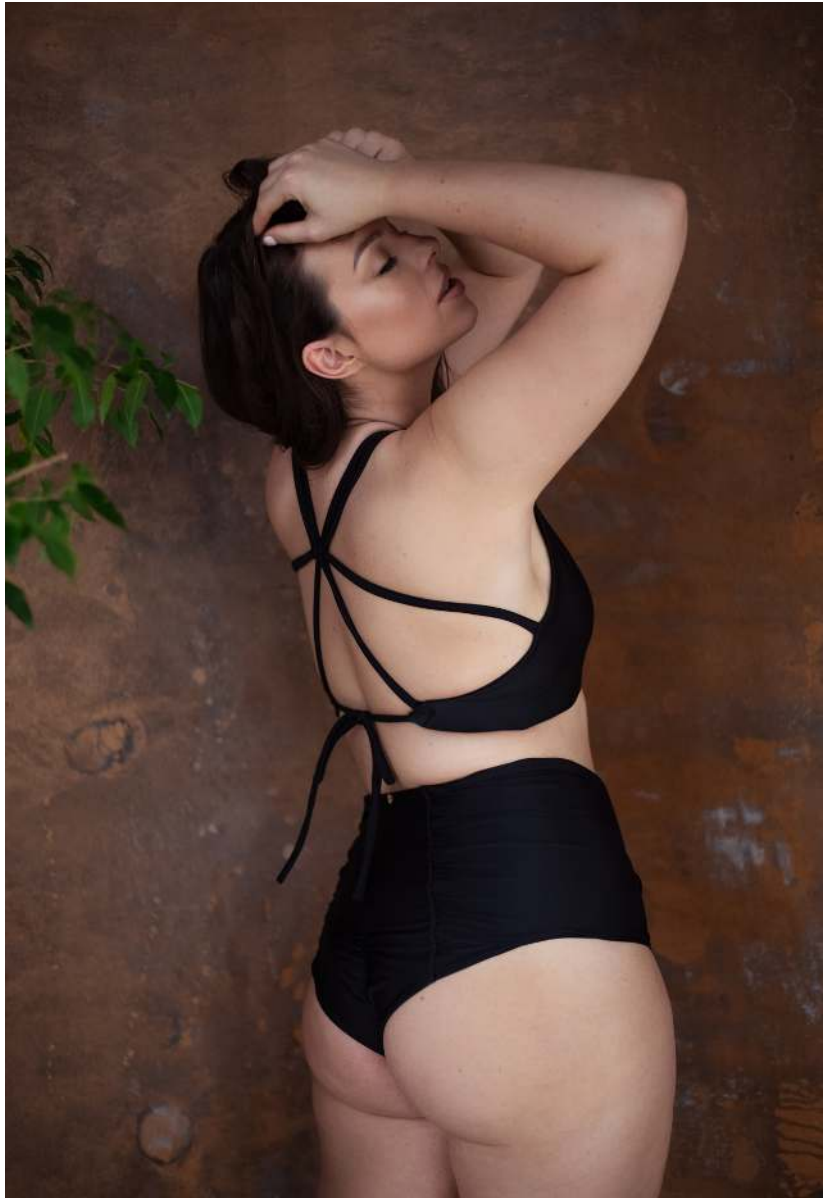
Model
Tess

Color
Green Aventurine

Material
Made in Italy
78% ECONYL® Regenerated Nylon
22% Elastine







Model
Tess

Color
Black Crow

Material
Made in Italy
78% ECONYL® Regenerated Nylon
22% Elastine





Model
Tess

Color
Rusty Jasper

Material
Made in Italy
78% ECONYL® Regenerated Nylon
22% Elastine





High waist shorts with ruched sided offer bit more coverage while still allowing to show of your curves. Low plunge, elegant details and strappy back is easy to adjust to your personal fit. Made with luxurious technical Italian fabric.

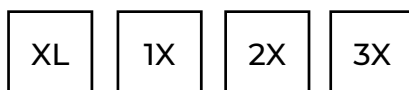
Model is 176cm tall and wearing a size XL //
78% ECONYL® Regenerated Nylon 22% Elastine

Machine wash cold / Do not bleach / Avoid spin dry / Iron max. temp 110°C

Color



Size







Model
Candice

Color
Rusty Jasper

Material
Made in Italy
78% ECONYL® Regenerated Nylon
22% Elastine



Model
Candice

Color
Green Aventurine

Material
Made in Italy
78% ECONYL® Regenerated Nylon
22% Elastine







Model
Candice

Color
Black Crow

Material
Made in Italy
78% ECONYL® Regenerated Nylon
22% Elastine





Model
Candice

Color
Milky Quartz

Material
Made in Italy
78% ECONYL® Regenerated Nylon
22% Elastine





Candice set is definitely the showstopper. Simple yet sophisticated bandeau top with wide straps and metal clasp. Compliments beautifully our signature garter belt shorts with adjustable garter straps. All made with luxurious technical Italian fabric.

Model is 176cm tall and wearing a size XL //
78% ECONYL® Regenerated Nylon 22% Elastine

Machine wash cold / Do not bleach / Avoid spin dry /
Iron max. temp 110°C

Color



Size







Model
Yumi

Color
Rusty Jasper

Material
Made in Italy
78% ECONYL® Regenerated Nylon
22% Elastine





Model
Yumi

Color
Milky Quartz

Material
Made in Italy
78% ECONYL® Regenerated Nylon
22% Elastine





No fuss, simple yet sophisticated Yumi set is bound to become your new favorite. Super flattering high waist shorts, french cut with adjustable garter straps. Top features a sexy center front tie and wide straps for additional comfort. All made with luxurious technical Italian fabric.

Model is 176cm tall and wearing a size XL //
78% ECONYL® Regenerated Nylon 22% Elastine

Machine wash cold / Do not bleach / Avoid spin dry /
Iron max. temp 110°C

Color



Size



MENS // COLLECTION

Regular sizes. Brand New styles. Made with regenerated nylon.



Model
Nathan

Color
Rusty Jasper

Material
Made in Italy
78% ECONYL® Regenerated Nylon 22% Elastine

Lining
Made in Poland
94% Bamboo Viscose 6% Elastine







Model
Nathan

Color
Black Crow

Material
Made in Italy
78% ECONYL® Regenerated Nylon 22% Elastine

Lining
Made in Poland
94% Bamboo Viscose 6% Elastine





Model
Nathan

Color
Green Aventurine

Material
Made in Italy
78% ECONYL® Regenerated Nylon 22% Elastine

Lining
Made in Poland
94% LENZING™ ECOVERO viscose 6% Elastine



The latest addition to Sway Menswear. Bound to be iconic jockstrap Nathan shorts are our most daring and kinky product yet. Adjustable suspender detail is designed to show and tease. Made with luxurious technical Italian fabric and fully lined with soft viscose to give maximum comfort in the breathable and spacious pouch.

Model is 188cm tall and wearing a size S //
 78% ECONYL® Regenerated Nylon 22% Elastine
 (Lining 94% LENZING™ ECOVERO 6% Elastine or 94% Bamboo Viscose 6% Elastine)

Machine wash cold / Do not bleach / Avoid spin dry / Iron max. temp 110°C

Color



Size









Model
Alton

Color
Rusty Jasper

Material
Made in Italy
78% ECONYL® Regenerated Nylon 22% Elastine

Lining
Made in Poland
94% Bamboo Viscose 6% Elastine





Model
Alton

Color
Black Crow

Material
Made in Italy
78% ECONYL®
Regenerated Nylon 22% Elastine

Lining
Made in Poland
94% Bamboo Viscose 6% Elastine



Model
Alton

Color
Green Aventurine

Material
Made in Italy
78% ECONYL® Regenerated Nylon 22% Elastine

Lining
Made in Poland
94% LENZING™ ECOVERO 6% Elastine





Sleek and minimal Alton shorts made from smooth, high-end regenerated nylon. With a defining front seam that holds everything firmly and gives a great shape. Contoured detail designed to sculpt your package. Made with luxurious technical Italian fabric and fully lined with soft viscose to give maximum comfort in the breathable and spacious pouch.

Model is 188cm tall and wearing a size S //
 78% ECONYL® Regenerated Nylon 22% Elastine
 (Lining 94% LENZING™ ECOVERO 6% Elastine or 94% Bamboo Viscose 6% Elastine)

Machine wash cold / Do not bleach / Avoid spin dry / Iron max. temp 110°C

Color



Size





NAMASWAY // COLLECTION

Palazzo pants. Adaptable size. Made with sustainable viscose.



Model
Namasway Pants

Color
Black

LENZING™ ECOVERO 6% Elastine



Model
Namasway Pants

Color
Burgundy Wine

94% Bamboo Viscose 6% Elastine





Flow around or day dream in comfort. Namasway palazzo pants will make you feel glamorous and luxurious and you will not want to take them off ... and why would you? They are perfect for layering over polewear but will also make great homewear or home-office-wear. You can tie them around your waist in countless ways.

94% LENZING™ ECOVERO 6% Elastine //
94% Bamboo Viscose 6% Elastine

Machine wash cold / Do not bleach / Avoid spin dry /
Iron max. temp 110°C

Color



Size

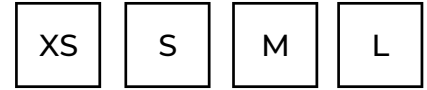
ADAPTABLE SIZE

CHEAT SHEET

To place the order contact us at sway.polewear@gmail.com

WOMENS // 06

- Bettie top suggested retail price 45EUR
- Monique top suggested retail price 45EUR
- Bettie shorts suggested retail price 40EUR
- Monique shorts suggested retail price 40EUR



Color



WOMENS PLUS SIZE // 31

- Tess top suggested retail price 50EUR
- Candice top suggested retail price 50EUR
- Yumi top suggested retail price 50EUR
- Tess shorts suggested retail price 45EUR
- Candice shorts suggested retail price 45EUR
- Yumi shorts suggested retail price 45EUR



Color



MEN // 60

- Nathan shorts suggested retail price 40EUR
- Alton shorts suggested retail price 40EUR



Color



NAMASWAY // 79

- Palazzo pants suggested retail price 50EUR



Color



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