



MARLA BETH DESIGNS AND MIRAME LAUNCH NEW ACTIVEWEAR COLLECTION

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Marla Beth Enowitz, artist and founder of Marla Beth Designs, is thrilled to announce a new activewear collaboration with Melinda Huff, founder of the lifestyle brand Mirame. The two Westchester designers have teamed up to create Marla Beth Designs x Mirame, a collection of leggings, sports bras, sweatshirts and hair accessories that feature a vibrant drip design in a rainbow of colors.

“There is so much movement and personality in my drip art – it’s invigorating to create and, I hope, to look at,” said Enowitz. *“When I met Melinda, I felt that, together, we could marry the energy of my work with her expertise in clothing design to create a line of activewear that empowers women to look and feel their best.”*

Enowitz uses color to captivate her audience, creating bold, high-contrast works that sparkle with playful intensity and organic, fluid motion. Her art is featured in some of the most beautiful private homes and businesses in the tri-state including The First Bank of Greenwich, The Idea Kitchen and The Spa at The J House – as well as in large-scale public art displays at the Jefferson Valley Mall and Westchester Children’s Museum. Enowitz has also donated art to the Maria Fareri Children’s Hospital for their Contemporary Art Collection.

“I am so excited to be working with Marla Beth Designs on this special collection,” said Huff. *“Fitness is such an important aspect of my life, but I also recognize it can be hard to take the first step for some. It was important for me to find a collaborator who brought a sense of carefree and made women feel they were dripping in joy.”*

With its bright colors and bubbly personality, the collection was ignited quickly after a chance encounter between the two at a networking event for the Business Council of Westchester. *“We worked back and forth to discuss color choices and patterns, ultimately settling on Marla’s playful drip design. This line truly is a celebration of both our brands, and the influences that have shaped us along the way,”* shared Huff.

Headquartered in White Plains, Mirame is committed to offering fashion-forward clothes that uplift women of all body types and backgrounds. The brand’s swimwear is manufactured in New York and the activewear is printed in the USA.

“Melinda and I are delighted with how our first collaboration has come to life and we’re not about to slow down now,” noted Enowitz. *“A new line of sweatshirts and sweatpants is already in the works that will feature my signature dot pattern.”*

The Marla Beth Designs x Mirame collection is available for purchase on mirameswim.com. For the latest news and updates, follow [@marlabeth_designs](#) and [@mirameswim](#) on Instagram.

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About Marla Beth Designs

Founded by artist and designer Marla Beth Enowitz, Marla Beth Designs is transforming homes and businesses with uplifting ‘happy art’ evoking happiness, optimism and positivity. Whimsy and sophistication collide on canvas to form one-of-a-kind bespoke creations that capture Enowitz’s signature sparkle in organic drips, playful dots and mesmerizing marbling effects. Marla Beth Designs specializes in large-scale custom abstract art, working with clients from concept to completion, while also offering a full line of mini original works. For more information, visit marlabethdesigns.com.

About Mirame

Founded by designer Melinda Huff, Mirame is a collection of swimwear and clothing that seamlessly slips into a woman’s wardrobe. The brand offers silhouettes that are both fashion-forward and sophisticated. Mirame is committed to manufacturing 100% of its swimwear in the USA. The fabrics used are super luxe American made lycras that provide UPF 50. A mother of three, Huff always thinks about how a woman’s body is ever changing when designing swimwear, offering coverage without ever compromising style. For more information, visit mirameswim.com.

<http://www.mirameswim.com/leggings> – Marla Beth Designs x Mirame Collection

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