

# HAUS FOUNDERS RETREAT



## A 5-DAY IMMERSION IN BALI

*Build your swimwear label with clarity, intention, and real production understanding*

**3RD-7TH SEPTEMBER 2026**

HAUS <sup>OF</sup> SWIM



## A LETTER FROM SHIRALEE

I created this retreat after meeting so many founders who came to Haus of Swim feeling overwhelmed often after making costly decisions without yet having the experience to navigate them with confidence.

It was never about a lack of vision. More often, it came from receiving mixed advice, navigating complex processes alone, and not having a clear framework to lead the journey.

At Haus of Swim, our role has always been to provide the full picture from design and development through to production and informed decision-making. Over time, I've seen how transformative it is when founders finally have clarity, structure, and the right guidance around them.

This retreat exists to offer that foundation earlier.

It's about learning how to make intentional decisions in design, production, and brand building with confidence.

**SHIRALEE**

# WHY THIS RETREAT EXISTS

Most swimwear brands don't struggle because of a lack of creativity.

They struggle because founders are required to make high-impact decisions without the context to understand how those decisions affect fit, production, cost, timelines, and long-term garment quality.

There is often a gap between creative vision and execution where design ideas are clear, but the process to bring them to life is not.

This is where miscommunication happens. Where assumptions are made. Where costly mistakes begin.

The Haus Founders Retreat exists to close that gap.  
This is not a retreat designed to inspire you. It's designed to equip you.

It's a workshop-led immersion into how professional studios approach design, development, and production so creativity is supported by understanding, not guesswork.

## AS YOU CONSIDER THIS RETREAT:

- When you make a design decision, do you understand its impact on fit, cost, and production or are you relying on others to interpret it for you?
- Are your ideas being translated clearly into patterns, tech packs, and samples or are critical details being lost along the way?
- Do you understand how timelines, sampling rounds, and minimums shape what is realistically possible before committing to a direction?
- When something doesn't go to plan in sampling, do you know how to diagnose the issue or are you unsure where it originated?
- Are you building a repeatable development process or solving each style as a one-off?

## WHO THIS RETREAT IS FOR

- Founders starting or refining a swimwear or resortwear label
- Ready to take ownership of their design and production decisions
- Want to understand how design decisions translate into real production outcomes
- Committed to quality, longevity, and considered craftsmanship
- Want clearer communication with pattern makers and manufacturers
- Looking to build confidence through knowledge, not guesswork



# RETREAT OVERVIEW

## HAUS FOUNDERS RETREAT 2026

**DATES :** 3-7 September 2026

**LOCATION :** Bali, Indonesia

**DURATION :** Five full retreat days

**FORMAT :** In-person immersion

The Haus Founders Retreat is a five-day, workshop-led immersion for swimwear and resortwear founders who want to build their label with clarity, intention, and real production understanding.

Hosted in Bali, the retreat brings together structured workshops, studio-level insight, and guided sessions across brand direction, design, development, and production within an environment designed to support focus, learning, and considered decision-making.

From the moment you land to the moment you depart, every core detail is thoughtfully arranged to support your experience.

Accommodation, breakfast, airport transfers, scheduled transport, and full retreat programming are included, allowing you to stay present and fully immersed in the work.

All workshop materials and guided workbooks are included.

Arrival, departure, and detailed daily scheduling will be shared with confirmed participants closer to the retreat date.

# WHAT A TYPICAL DAY LOOKS LIKE

## HAUS FOUNDERS RETREAT 2026

This retreat is not run on a strict timetable.  
It's designed around a rhythm.

Each day balances focused work with space to absorb, reflect, and integrate  
allowing learning to land without overwhelm.

Rather than moving from session to session, days unfold with intention.

### A TYPICAL DAY MAY INCLUDE

#### MORNING

Guided workshop or studio-led session focused on brand direction, design development, or production understanding. This is where core concepts are introduced and explored in depth.

#### MIDDAY

Time for lunch, allowing flexibility for personal preference, with space for informal discussion, with space for informal discussion, questions, and conversation. Often, this is where insights deepen through shared perspective.

#### AFTERNOON

Practical application through hands-on sessions, factory access, in-house garment review, or guest expert workshop translating ideas into real-world understanding.

#### EVENING

Time to unwind. Evenings are intentionally unstructured and may include quiet reflection, downtime, journalling, or optional group dining.

#### THE INTENTION IS SIMPLE:

*to create enough space for clarity, integration, and confident decision-making.*



# WHAT YOU'LL WORK THROUGH

## BRAND & DIRECTION

Strong swimwear brands aren't built from trends or guesswork. They're built from clarity.

This first phase focuses on anchoring your brand so every creative and technical decision that follows has direction and intention.

### **BRAND VISION**

Clarifying what your brand stands for, how it's positioned, and the standards it needs to uphold as it grows.

### **CUSTOMER CLARITY**

Defining who you are designing for not in abstract terms, but in a way that directly informs fit, style, pricing, and construction choices.

### **MOODBOARDING & VISUAL IDENTITY**

Translating brand direction into cohesive visual language, including colour stories, silhouette direction, fabric feel, and overall tone so your ideas can be communicated clearly and consistently.

This stage creates the foundation your brand will be built on visually, creatively, and strategically.

# PRODUCT & CONSTRUCTION

This is where creative ideas meet technical reality.

Here, the focus shifts to understanding how swimwear is actually built and how design decisions directly affect fit, performance, comfort, and longevity.

## **FABRIC, TRIM & EMBELLISHMENT EDUCATION**

Understanding fabric behaviour, stretch and recovery, GSM, and how trims and embellishments influence wearability, durability, and cost.

## **FIT, MEASUREMENTS & QUALITY CONTROL**

Learning how to assess fit properly, interpret garment measurements, identify common fit issues, and evaluate workmanship with a trained eye.

## **STITCH GUIDE & CONSTRUCTION LOGIC**

Gaining insight into key swimwear stitch types, when to use seamless versus structured construction, and how stitch choice impacts performance and long-term quality.

This stage builds technical confidence so you're no longer relying on assumption or interpretation.

# INDUSTRY REALITY

This final phase brings everything into real-world context.

It focuses on the systems, communication, and decision-making required to move from design into production clearly, efficiently, and with fewer costly setbacks.

## **TECH PACKS & DEVELOPMENT FOUNDATIONS**

Understanding how professional tech packs are structured, what manufacturers actually need, and how clear documentation supports smoother development.

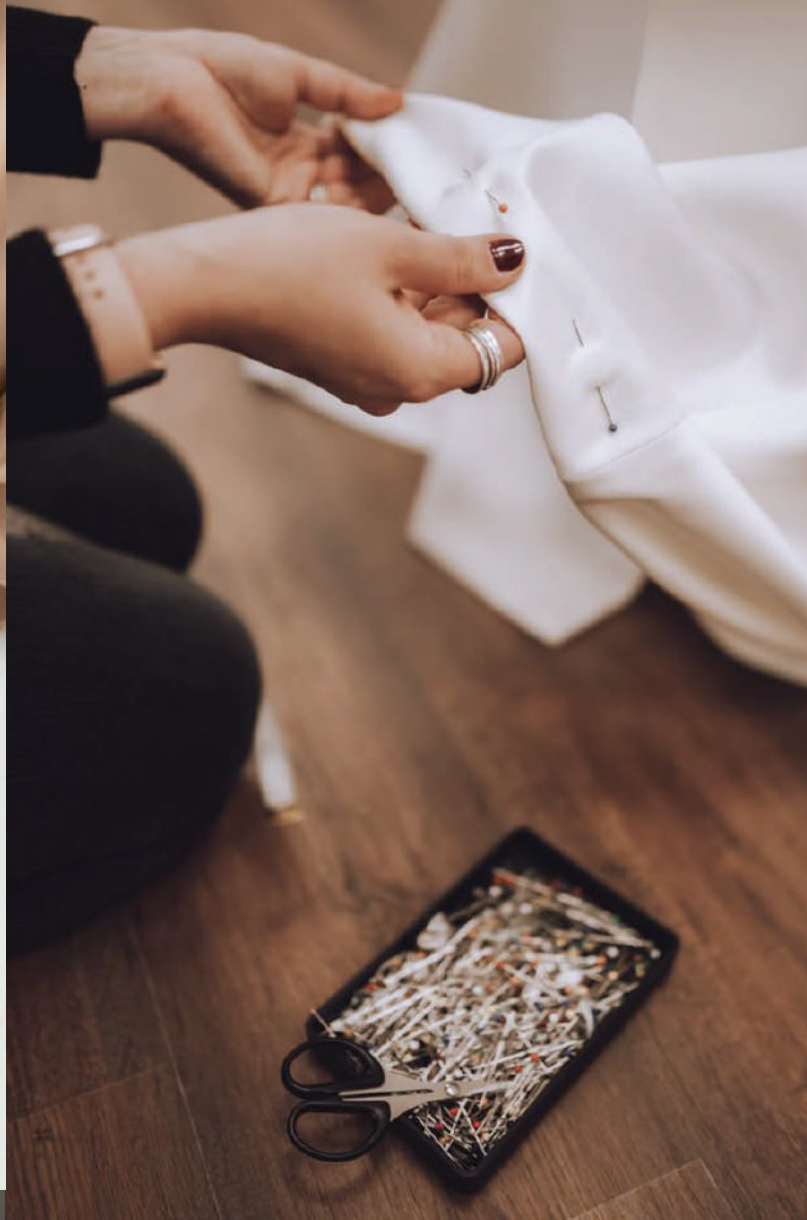
## **FACTORY PROCESS & COMMUNICATION**

Gaining insight into how factories operate, how decisions are interpreted on the production floor, and where miscommunication commonly occurs.

## **TIMELINES, COSTS & PRODUCTION PLANNING**

Learning how timelines, sampling rounds, and cost structures work and how to plan realistically without compromising quality or intention.

This stage connects creativity with execution so decisions are made with understanding, not pressure.



## IN-HAUS ACCESS & PRIVATE-LABEL SHOWCASE

As part of the retreat, you'll be given in-house access to Haus of Swim's private-label collection that are not released publicly or available online.

This access is intentionally limited.

During this session, you'll study completed garments up close to understand how professional swimwear is constructed, finished, and refined beyond what can be seen in concept imagery or samples alone.

### YOU'LL EXAMINE

- ◆ Internal construction and structure
- ◆ Stitch choice and finishing techniques
- ◆ Fabric behaviour and support
- ◆ How fit, comfort, and durability are achieved through design decisions

This is not a showroom.  
It's a working review.

The focus is on how and why garments are built the way they are and how experienced studios make decisions that support performance, longevity, and repeat production.

This level of access is not available publicly or online.

It exists to deepen your understanding of what quality looks like in practice so you can assess, question, and refine your own work with a more trained and confident eye.

# GUEST EXPERT SESSIONS

The guest expert sessions are intentionally selected to support the work you'll be doing throughout the retreat not to distract from it.

Each session exists to strengthen a specific area of founder decision-making, offering perspective that complements the technical and creative foundations of the retreat.

These sessions are not lectures.

They are designed to expand judgement, sharpen thinking, and support long-term brand sustainability.

## EACH GUEST EXPERT IS INCLUDED FOR A CLEAR REASON

### **MARKETING STRATEGY**

To support positioning, sustainability, and long-term brand direction ensuring marketing decisions align with the level of product you are building.

### **CAMPAIGN DIRECTION & VISUAL STORYTELLING**

To build visual literacy and confidence in directing campaigns, imagery, and content so your brand is communicated with clarity and intention, not trend dependency.

### **GOAL SETTING & FOUNDER CLARITY**

To help you step back from day-to-day execution and refine direction, priorities, and decision-making as a founder not just as a designer.

These sessions are designed to broaden perspective while keeping the focus where it belongs: on building a brand that is thoughtful, sustainable, and well-led.

# INVESTMENT & PAYMENT OPTIONS

The Haus Founders Retreat is a five-day and in-person immersion designed to provide founders with clarity, structure, and real production understanding.

This retreat is intentionally limited in size to ensure depth, access, and meaningful guidance throughout the experience.

## RETREAT INVESTMENT

**AUD \$3.800**

This investment includes accommodation, breakfast, airport transfers, workshops, factory access, private-label showcase, and printed reference materials.

*There are no unexpected costs once you arrive.  
All core elements of the retreat experience are included.*

## PAYMENT OPTIONS

- Pay in full at the time of booking
- Payment plan options available upon request

*A non-refundable deposit of AUD \$1900 is required to secure your place.  
Remaining balances must be paid in full 30 days prior to the retreat commencement date.*

## SUITE OPTIONS

**These suites** offer increased privacy and personal space, idea for founders who value quiet downtime between sessions.

ADDITIONAL INVESTMENT

**AUD \$429.00 PER SUITE**

*Only \$107.25 Extra per night*

- ◆ THE RESIDENCE SUITE
- ◆ THE RETREAT SUITE
- ◆ THE SANCTUARY SUITE
- ◆ THE GARDEN SUITE

*(Additional investment – limited availability)*



# ACCOMMODATION & ROOM OPTIONS

The retreat includes fully hosted accommodation within the retreat residence, designed to support rest, focus, and connection throughout the experience.

All rooms include access to the same retreat programming, workshops, breakfast, transport, and inclusions. Room selection allows you to choose the environment that best supports how you rest, integrate, and connect during the retreat.



## THE COLLECTIVE SUITE

**The Collective Suite** is designed for founders who value shared experience and connection. It often becomes one of the most energising space in the retreat where ideas are exchanged and relationships form naturally.

*This suite is included in the base retreat investment.*

### ROOM ALLOCATION NOTES

- ◆ Suite selection is confirmed on a first-confirmed basis
- ◆ Availability is limited across all room types
- ◆ All retreat inclusions are identical regardless of room selection
- ◆ Final room allocation details will be shared closer to the retreat date



*Each room option is designed with intention to support different ways of resting, reflecting, and connecting throughout the retreat.*

# WHAT'S INCLUDED

The Haus Founders Retreat is intentionally designed to remove logistical friction so you can focus entirely on the work.

## YOUR RETREAT INVESTMENT INCLUDES:

- ✿ Breakfast daily
- ✿ Airport transfers (arrival + departure)
- ✿ Boutique accommodation within the retreat residence
- ✿ All workshops and guided sessions
- ✿ In-house factory access and private-label showcase
- ✿ Printed reference guides and workshop materials

## NOT INCLUDED:

- ✿ Flights to and from Bali
- ✿ Lunch and dinner (*allowing flexibility for personal preference*)
- ✿ Personal expenses and optional activities

***There are no unexpected costs once you arrive.  
All core elements of the retreat experience are included***

# WHAT HAPPENS AFTER THE RETREAT

## **THE RETREAT IS NOT THE END OF YOUR JOURNEY - IT'S THE BEGINNING OF CLARITY.**

Everything you work through during the retreat is designed to give you direction, confidence, and the ability to move forward with intention whether independently or with continued support.

## **CONTINUED ACCESS TO RESOURCES.**

All retreat participants receive full access to the Haus Founders Library, including current and all upcoming resources released after the retreat.

This ensures your learning continues to evolve as new tools, frameworks, and guidance are added long after you return home

## **PRIORITY PATHWAYS INTO HAUS SERVICES.**

Retreat participants are given priority consideration for ongoing Haus of Swim services, including design development, sampling, production, and mentorship.

This creates a natural, supported transition for founders who wish to continue building with guidance and expert oversight.

## **THE ABILITY TO MOVE FORWARD INDEPENDENTLY.**

Equally important, you will leave with the knowledge, structure, and confidence to move forward on your own.

You'll understand how to make informed decisions, communicate clearly with suppliers, and approach your brand with clarity rather than guesswork.

*This retreat is not a moment.  
It's a foundation designed to support you long after you return home.*

HAUS OF SWIM