

Bathing Beauties

A New York designer's love of vintage swimwear springboards a splashy new career.



The Magpie Chart

Here's how Susan's summer collections stack up:

- Bathing Suits
- Burgees & Flags
- Children's Clothing
- Cameras

THE MAGPIE

Susan Petrie-Badertscher
New York, NY

NAUTICAL NOSTALGIA: My love of all things vintage started in junior high, when I'd scour vintage stores to find the perfect sailor's "middy" shirt.

SUITING UP: When we bought a beach house on Shelter Island, I dug up a children's bathing suit I had found at an estate sale and framed it in a shadow box [center]. Friends soon asked me to supply them with their own framed swimwear.

WOOL AND THE GANG: I'm drawn to children's suits—it makes me smile to imagine them squirming in that impractical scratchy wool in the middle of summer. I also hunt for anything with unique embroidery, appliqués (like old lifeguard patches), or the classic Jantzen logo.

SEA FARE: After years of watching my kids learn to sail, I've taken it up and have also started collecting vintage burgees [flags]. The more tattered and worn, the better.

DIVING IN: When my clients began asking me for help rearranging furniture to accommodate the framed suits, I came to love interior design, so I enrolled at Parsons while interning with New York designers. In 2012, I started Petrie Point Designs (petriepointdesigns.com).