

# Park Cities People

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## Covering Their Base Friends find local outlet for line of swimsuit cover-ups

By Anaka Johnston  
Special Contributor

Lisa Moore awoke with an idea — a line of swimsuit cover-ups that provided sun-protection and style.

She climbed out of bed that night in 2005 and immediately began drawing designs.

“I’ve always loved fashion,” the University Park resident said. “My grandmother made clothes, and I always hung out with her in her sewing room. ... I’ve just loved it forever.”

The next morning, she called her best friend, fellow University Park resident Robyn Stevens, and made dinner plans to discuss her idea. Within one week, the duo hit the ground running, contacting bankers and accountants, and working to form Cover Clothing.

“I literally wanted the product for myself,” said Moore. “We just knew that if we wanted them, other people would too.”

And those people now have more opportunities to acquire them. In March, Stanley Korshak’s Shak outlet became the first retail location in Dallas to carry the Cover line. This week, the stylish entrepreneurs have been in New York discussing their products with magazine editors and national clothing stores.

But style is not their only focus. Educating people is a priority, and they aim to teach young girls and women about avoiding skin cancer. They have worked with the American Cancer Society to create hang-tags that provide facts about cancer.

“It just feels good to do something that might help someone. It makes it more inspiring to think that we’re educating people,” said Stevens. “If we can save one person from getting skin cancer, then we’ve done our job.”

Before Cover Clothing became her job, Moore was an investment banker. After the birth of her first of three children, however, she desired a career that allowed more time with her family.

Stevens, meanwhile, had been a model in Los Angeles. But in 2005, she and her husband moved to University Park because it provided a better place to raise their three children. A few months later, Cover Clothing was born.

After establishing a business plan, the most difficult part was choosing a fabric for their cover-ups. Moore and Stevens spent one year testing more than 200 yards of fabric, wearing it outside, washing it repeatedly, and having it tested in a certified lab for sun protection.

“Not only did we look for fabrics and make samples, we actually wore samples and tested it ourselves,” said Stevens, who tested various pieces at her lake house and in chlorine pools.

Their endeavors proved successful. The fabric they chose — a nylon/spandex blend — is certified for 50+ SPF, a result



Staff Photo: Christina Barany  
Lisa Moore and Robyn Stevens

produced by the weave of the threads. The fabric also complimented their design vision.

“[We want] to create pieces that fit every body type, that look good on all women, that are in line with the current trends,” said Stevens.

The stylish, protective clothing, which can be worn in water, is also suitable for all outdoor activities including skiing. Stevens, who plays tennis and runs, is often wearing one of the pieces.

“I’m constantly in the sun. ... I wear my 70+ SPF sunblock, and I wear my Cover shirt. ... I know, if I’m out there for a long time, I’m not going to get burned,” she said.

The women work out of Stevens’ home, where they draw designs and contact web designers and buyers as well as their production team, all of whom are local. The two also meet for wine at local restaurants to think and toss around ideas.

Often finishing each other’s sentences and describing themselves as sisters more so than friends, it’s easy to see why the two work so well together.

“Really, neither of us could do it without each other,” Moore said.