

## Spring/Summer 2010

Sunseeker Australia presents us with a time, a place, and a collection....

It's summer 2010 and we're at Ningaloo Reef on Australia's western coast; a rare and stunningly colourful outpost, beside the pristine waters of the aptly named Turquoise Bay where the weather stays warm all year round. This is the setting for Sunseeker Australia's 2010 collection shot by renowned photographer Philippe Cometti.

And so to the collection – embracing all of these elements by bringing natural colours to the forefront, balanced as only Sunseeker can, with the warming tones of sea blue and sunshine yellow. This is also a season of innovation, with high quality fabrics and body accentuating styles, creating superior fit.

Strong contemporary prints are at the heart of the Sunseeker collection. The *kona* story follows the success of the perennial nautical and floral trends but with a new take. *Summer Rose* uses fresh and bold flowers throughout whilst *Maui* brings a tropical feel to the collection through the use of palms; simply perfect for the chilled mood it evokes.

Reflecting the ever popular tribal trends in fashion is the *Tirari* story in floral and stripe, an intricately designed blend of flowers and bold ethnic patterns. The typical Australian lifestyle is reflected in *Surfy*, surely the choice for the young, fun and active, it uses rings and bead detail throughout and offers a wide variety of styles for differently shaped bodies.

Sunseeker then brings a taste of ultimate luxury in beachwear with *Magnolia*, created with highlights of metallic foil and available in two colourways. *Precious* captures the place where high fashion reaches its nadir with its bold statement print and plunging halter-neck one-piece. The use of bronzed trims in the solid collection of this story provides further sophistication.

As a true heritage brand Sunseeker has always pioneered the need to design with all women in mind, so for 2010 brings additional options and choices for women requiring larger cups, catering to women of all shapes and sizes with contemporary, high quality swimwear. The accessories and beachwear hold a range of must-haves for this summer.

Sunseeker Australia keeps women seeking their dreams, self-assured and body confident. Sunseeker is more than a brand; it is a way of life.