

PRESS RELEASE

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**Sunflair® beach fashion collection 2010:
creative, fashionable, fast selling!**

**Sunflair exceeds itself. Many little novelties showing a
love of detail. Fitting and quality with cup-sizes up to H.**

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Bayreuth. One never ceases to be amazed how a collection that is as wide and as varied as Sunflair® can keep coming up with so many trends and new ideas every year. The Sunflair® design team have succeeded in creating a more than convincing collection in 2010 too.

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Their almost proverbial blaze of colour is still evident everywhere. Trimmings and accessories are used with a little more restraint. The patterns on the other hand are clearer and even where they are playful a clear structure almost always dominates.

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Established styles form the basis of the collection, but time and again with an improved fit and complemented with new ideas. Sunflair® is still the brand that stands for a perfect combination of fashion, fit and quality.

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Sunflair® is becoming even stronger in the field of cover-ups. Successful pareos, skirts and tunics are complemented by new styles in dresses and skirts, trousers and overalls.

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Fashion for every woman, highly fashionable designs for a variety of tastes, a perfect fit and - something that particularly at the moment should not be under-estimated in the trade - a fast-selling collection.

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Sunflair® remains true to itself and to the trade - an experienced team when it comes to success with beachwear.

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Functionality: cups von A to H with a discrete support for the figure

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Queen of functionality - a wide range of masterly functional support is typical of Sunflair ®. Many models go up to H-cup with sizes from 36 to 60. Every item in the current collection has added support for the bosom.

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Tankinis still play an important role and are now offered in cup-sizes up to E and, amongst other features, are also underwired. Following a successful test-run, a whole range of maternity tankinis are now on offer.

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The Beautyform models are also extraordinarily successful and offer an ever-increasing number of new designs. With its 41% share of Lycra, this line supports the female figure in a way that is just as tender as it is effective. In addition to this "heavy" quality, a "lighter" Beautyform material made up of 76% polyamide micro-fibre and 24% EL Lycra has also established a place for itself.

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Brilliant colours, urbane styles, cultivated elegance - masterly design.

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Up-to-the-minute trends and freshly interpreted classics. Bridge building between totally different desires and preferences is an additional feature typical of Sunflair.

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The current trend is towards prints in bold colours, frequently offset by black. A particular concentration in the range of colours can frequently be observed leading to a very clear statement. Black and white combinations with an additional colour or with silver are still extremely fashionable. Dark grey to anthracite shades are also very modern, frequently combined with a clear graphical element.

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Styles that are both established and modern

The basis of the collection - and how could it be otherwise given the absolutely proverbial Sunflair® fit - are established styles.

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These are complemented by minor adjustments and novelties. This chiefly in the area of the neckline, straps and back. Totally new is a skirt with an "inner skirt" that in spite of the highly delicate fabric gives the wearer a feeling of security.

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Maternity tankinis have been successfully reintroduced into the collection.

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Material: High-tech with a feel-good factor

The own label Supersun with 72% polyamide and und 28% Lycra® that customers greeted with great enthusiasm in the last collected is still strong.

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The material "Revolutional®" from the Italian manufacturer Carvico also makes another showing. The particular feature of this material is a Lycra share of 29%. The material feels similar to Sensitive. In addition to its extremely comfortable qualities both when worn and when drying and its extremely pleasant feel, the material also promises to have the very best qualities in its resistance to chlorine.

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The same applies to the material Techno Swim. Techno Swim is made chiefly of the fibre XLA™ made by the American manufacturer Dow who offers an absolutely novel fibre with virtually unlimited durability.

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Lycra® XtraLife is also used again. This is a material with the tried-and-tested qualities of Lycra® but with further improved durability that the active swimmer in particular will hardly be able to ignore. The totally opaque "Light" quality and Darwin also have an established position.

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140 Especially for the fashion-conscious
active swimmer, models made from this
material truly enrich the product
range. To this is added Meryl micro-
fibre with its well-known soft and
flattering feel for the younger wearer.

145 Established quality with a 41% Lycra®
share is used for the Beautyform
models. Even in the lighter colours
this especially high-quality material
is absolutely opaque. The Beautyform
150 range is complemented by a quality with
a 24% share of Lycra.

The product lines

155 **Rainbow Tiger**

Sunflair® at its best! Brilliant
colours that merge with each other in a
sea of sensuality and that irresistibly
attract the eyes of the beholder. The
160 colours are combined with inserts in
tiger-print that undergo a totally new
interpretation. The line is sold in two
colour ranges, one dominated by red in
combination with yellow and blue and
165 the other in green combined with yellow
and turquoise.

Three bikinis and eight swimsuits
together with an additional swimsuit in
Beautyform quality. A skirt, a beach-
170 dress and a pareo as matching cover-ups
as well as a poncho and an ankle-length
tunic as particular fashionable
highlights. In sizes from 36 to 52 and
cup-sizes from A to E.

175 **Eschnapur**

A bold tiger print in black and white
on a black background. A small but
exquisite product line.

A bikini with black pants to which a
border in print is added. The width of
the briefs can be adjusted by means of
a cord drawstring. A tankini with black
180 pants and a swimsuit in all-over print.
Matched by a combi-skirt in black with
a border in print that can also be used
185 a mini-dress, as well as a very
delicate tunic in all-over print. In
sizes from 38 to 46 and cup-sizes from
B to H.

190



Manhattan

195 A highly fashionable line in both colour and design. Anthracite and white in a totally clear design with stripes. Marvellously wearable, up-to-the-minute in what it has to say - a guaranteed success for the trade and a must-have for the fashionable customer. With considerable assurance in matters of style, a game is played with a ribbon found first on the strap then on the pants and finally on the neckline but always matched perfectly to the clear design.

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210 Three bikinis, four swimsuits, five tankinis, one of them as a reversible tankini and another as a maternity tankini. Matched by a pinafore dress and a mini-skirt. In sizes from 36 to 50 and cup-sizes from A to G.

Sunflair Gardens

215 The leafy background to this line is so luxuriantly green that one almost feels transported to a water lily lake painted by Claude Monet. The individual lilies stand out brilliantly. One-piece items in brilliant red set off with fine blue trimming.

220 A highly romantic range with a special extra: a bikini can be converted into a monokini with a linking connection.

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230 Two bikinis, one of which can be worn as a combi-bikini and also as a monokini and a tankini. Matched by a skirt in all-over print, a uni-dress and a multi-functional dress that can be worn in different ways. In sizes from 36 to 44 and cup-sizes from A to G.

Punk Romance

235 Borrowed from the almost "classical" punk style with a check in red/white and black. A highly fashionable line. Three bikinis, two swimsuits, a tankini as well as a maternity tankini. The mini-skirt and beach dress in all-over print are extremely chic. In sizes from 36 to 48 and cup-sizes from A to H.

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Heartbeat

245

A sensational line. Guaranteed to make your heart beat faster. Black with the finest stripes in heartbeat form. In between, decorative red stones - a dream.

250

A bikini, a tankini and a swimsuit. In sizes from 36 to 48 and cup-sizes from A to D.

Urban Young

255

One is absolutely drawn into the brown/black/grey/white graphic design just as into the lines of a metropolis. Very modern colours combined with an excitingly clear graphic design. A most fashionable line and a real eye-opener at every beach or pool.

260

Two bikinis, three swimsuits and one tankini. Matched by a mini-skirt as a reversible skirt with a graphic design as an all-over print on one side and spots on the other side. In sizes from 36 to 50 and cup-sizes from B to H.

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Bubble

270

As light as bubbles rising to the surface in a glass of cool Prosecco. That is how this range in anthracite with circles and spots in bright violet, pink, dark blue and red appears. The combination creates a very fresh and light appearance.

275

Two bikinis, a swimsuit and a tankini. Matched by a highly elegant skirt in an anthracite one-piece with a print pattern at the hem. In sizes from 36 to 48, and cup-sizes from B to G.

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Black Magic - the mix-and-match programme

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Black with white. A graphical design made up of flower elements, semi-circular curves and leaves arranged in circles. The pretty graphical design pleasantly breaks up the strict black and white. A very beautiful and above all extremely wearable line for every woman. An ideal mix-and-match programme because it is not only highly wearable but the combination is totally uncomplicated.

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295 Five bikini tops, two tankini tops,
four briefs, a maternity tankini and a
swimsuit. The skirt in black with a
printed border and above all the dress
with a narrow hem are particularly
300 beautiful. In sizes from 36 to 46 and
cup-sizes from A to H.

Green Lake

305 A very elegant line. Dark green, almost
in a soft-leather look that makes one
think of an enchanted woodland lake,
accompanied by a light green and dark
green design in Prince of Wales check
look. The button facings are
particularly well done.

310 Three bikinis, four swimsuits and a
tankini. Both the skirt and the dress
are very lovely. In sizes from 36 to 50
and cup-sizes from B to H.

Painter's Garden

315 With this line one thinks automatically
of Henri Rosseau's pictures. A lavish
but thanks to the light colours
extremely light print with tropical
plants and animals. A gloriously
320 summery line.

Four swimsuits, one bikini, one tankini
and a maternity tankini. In sizes from
36 to 50 and cup-sizes from B to H.

City Line

325 Fine anthracite with clear lines in
green, turquoise and anthracite. A very
clear and equally discrete range.

330 Three bikinis, two swimsuits and a
tankini. The skirt in all-over linear
print is very stylish. In sizes from 36
to 46 and cup-sizes from A to H.

Tokyo Fantasy

335 Just as the colours turquoise, golden
brown and white look discrete on a
black background, so is the print
absolutely breathtaking. The graphical
and floral elements scattered as by
accident sparkle beautifully on the
dark black background.

340 Four bikinis, five swimsuits and a
tankini.



345 Matched by a skirt in print, a self-coloured skirt and a light dress in print. In sizes from 36 to 50 and cup-sizes from A to G.

Red Sky

350 The white dots on the red background of this range sparkle like stars in a deep red sky.

The interplay of a flower sown on to the strap of a swimsuit or on the belt of bikini as an accessory is particularly beautiful.

355 Two bikinis, two swimsuits and a tankini. The matching dress in print that gains a wonderful lightness from the interplay of design and style with Viennese seam is especially pretty.

Latin Sunrise

360 A brilliant ethno-print on a black background. The fine zigzag lines in orange, red, yellow and blue add order and lightness simultaneously. A very lovely and highly wearable line.

365 Two bikinis, three swimsuits, three tankinis and a maternity swimsuit. The self-coloured dress with printed inserts in the area of the folds and the loose dress with a narrow hem are also particularly lovely. In sizes from 36 to 52 and cup-sizes from A to H.

Deep Sea

375 Stripes and leaf elements combined into a symphony that puts one in mind of a deep, turquoise sea. A very beautiful, easily wearable line in turquoise and discrete aqua shades. Two bikinis and three swimsuits matched by a pareo in all-over print. In sizes from 38 to 48 and cup-sizes from A to F.

Playing Paisley

385 A Paisley-inspired design in dark gold, green and blue combined with tulle-Lycra is very cheerful. A highly romantic and pretty line but also slightly mysterious. Two bikinis, one tankini, and two swimsuits. The short-sleeved dress with bosom/shoulder/arms in print and the rest self-coloured is particularly lovely. In sizes from 36 to 48 and cup-sizes from A to F.



395

Sea Tiger

A wonderful interpretation of the eternally young tiger print. Bold shades of brown and yellow interchange and merge with a brilliant blue. A line that attracts not only attention.

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Two bikinis and two swimsuits matched by a pareo and a combi-dress in all-over print. In sizes from 38 to 48 and cup-sizes from A to F.

405

Golden Flower Power

Glorious flower power colours - orange, pink and turquoise in a joyful print on black. A light and dazzling line with the courage of an exceptional print.

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The particular highlight of this line is the beach trousers in black with the edging in print.

415

Two bikinis, one tankini and three swimsuits. Matched by a pareo, tunic and beach trousers. In sizes from 38 to 48 and cup-sizes from A to E.

Hidden Treasury

A line in self-coloured black with sewn-on ribbons in a mysterious shade of bronze. The oversized coin at the neckline of the bandeau swimsuit is particularly daring. A limited but highly exquisite line consisting of only three swimsuits. In sizes from 38 to 50 and cup-sizes from B to D.

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Mumbai Burning

A breathtakingly beautiful and fiery line with streaks of yellow, orange, red and black. Like a monstrously intensive sunset over the Pacific. A ball of fire at the pool and on the beach.

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Two bikinis, one tankini and two swimsuits. Matched by a tunic and a beach dress completely in print. In sizes from 38 to 50 and cup-sizes from A to D.

Golden Fireworks

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Dark blue with graphical patterns in gold and white. The stripes have the appearance of the after-glow of a firework in the night sky. A highly elegant line.



445 The matching self-coloured line in black with golden and white ribbons along the hem is also extremely well done. This line also includes a valence swimsuit.

450 Two bikinis, one tankini, three swimsuits. There is also a self-coloured bikini, tankini and a valence swimsuit. The self-coloured combi-dress with very chic waistband in print matches the very special taste of the swimsuit items. A skirt accompanying the self-coloured line that can also be combined perfectly with the print. In sizes from 38 to 54 and cup-sizes from A to H.

460 **Night Snake**

Black, violet, green. Print in snakeskin look. A mysterious and exciting range. Not everyday and not for every woman, but anyone who understands how to wear this is pure seduction on the beach or at the pool.

465 Two bikinis, one bandeau-tankini and three swimsuits matched by a pareo and a tunic. In sizes from 38 to 48 and cup-sizes from A to E.

Casino

475 An elegant self-coloured line in black with metallic accessories on the straps and along the waistband of the bikini pants.

A bikini and a swimsuit. In sizes from 38 to 46 and cup-sizes from A to D.

Golden Shadow

480 Tiger print in black, white and shades of sand combined with black and graphical elements in bold yellow, pink and green. The highlight of the line is the monokini with a printed top and self-coloured pants.

485 A monokini, two bikinis and two swimsuits. Matched by a combi-dress and a pareo in print and black self-coloured beach trousers. In sizes from 36 to 46 and cup-sizes from A to D.

490 **Sunny Beach**

A cheerful line in typical sunny summer holiday colours. Brilliant red, yellow, orange and turquoise, all in an easy interplay with each other.



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The range is complemented by a Beautyform swimsuit and a self-coloured range in black and mauve.

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Four swimsuits matched by a combi-dress. A self-coloured bikini, two additional swimsuits and a beach dress. In sizes from 36 to 48 and cup-sizes from A to E.

Green Flow

505

Black with turquoise and green, just as in a river. Stripes and ribbons that appear to be woven in. Something very special: the combi-dress made of very delicate and slightly transparent material has an inner skirt.

510

Two bikinis and four swimsuits matched by a combi-dress with an inner skirt. In sizes from 36 to 46 and cup-sizes from A to E.

515

Hot Summer

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Bright red material printed with a few enormous palm fronds in green with just a hint of yellow and black. A line that is a "real bombshell": exciting, stimulating, sensuous. Something quite special.

Three swimsuits complemented by a pareo and a combi-dress in sizes from 38 to 48 and cup-sizes from A to D.

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Cherry Lady

530

Fine Prince of Wales check combined with black. The extra special feature: delicate red ornaments decorate the print along the edge. A quite special effect is created that adds something light and almost oriental to the severe Prince of Wales check.

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Two bikinis, three swimsuits and a tankini. Complementated by two dresses and a combi-dress. In sizes from 38 to 56 and cup-sizes from B to F.

Summer Dreams

540

Light scattered strips like the mane of a horse in the wind in fantastically beautiful and powerfully bright colours: orange, yellow, red, green, blue. A magically sunny line that simply makes one long for the beach and the pool.



545 Complemented by a swimsuit in "Darwin" material, two models in Beautyform and a small self-coloured line in red.

550 Two bikinis, five swimsuits, a swimsuit in Darwin, a bikini and a self-coloured swimsuit and two swimsuits in Beautyform. Complemented by a pareo and a tunic. In sizes from 36 to 50 and cup-sizes from A to H.

Skipper

555 A dark-blue line with white stripes and tucks. A perfect accessory for a comfortable afternoon spent on a yacht - or for anywhere else where one has just that feeling.

560 Two bikinis, two tankinis and four swimsuits. Complemented by particularly lovely cover-ups: a self-coloured dress and top with fine stitched-on trimmings and black beach trousers. In sizes from 36 to 50 and cup-sizes from A to H.

Sunman: men too can look chic at the beach or the pool

570 Sunman, the line for men, presents a mixture of classics and fashionable highlights. Men are showing increasing courage in taking to fashionable design, especially when it comes to shorts. The styles: briefs, boy-shorts, box-shorts and shorts. Lining briefs guaranteeing the best fit, extreme comfort for the wearer and an excellent appearance are used on certain models of boy shorts.

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