



'Fresco' napkin, \$6.95, placemat, \$9.95, table runner, \$29.95, inset beach towels, from \$59.95 each, all Sunnylife.

## In conversation with... Sunnylife

Joel Bartfeld, creative director and co-owner of Australian outdoor lifestyle brand Sunnylife, shares his bright outlook on life

**What inspires your colour choices for the Sunnylife range?**

"When we update our product designs, it's really important that our palette is also refreshed. We have several colours that we always include in some shade because they're so associated with 'the sunny life', such as blue, red and yellow. I travel regularly and look at as many references as I can, particularly in fashion."

**How does Sunnylife use colour to create an emotional connection?**

"We're in the fortunate position of being able to use an abundance of colour. The whole ethos behind Sunnylife relates to the positivity associated with a sunny day, so the colours are always linked to that – it's about mood enhancement, natural highs and life's pleasure."

**What sets Australia apart in outdoor living style?**

"Our good fortune in Australia is accessibility – the beach is accessible to everyone and anyone, because we all live so close to the coast. We have access to some of the most beautiful beaches in the world. My favourite beach is a harbour beach at Neilsen Park in Vaucluse, Sydney. It's right near my best friend's house, where we started developing Sunnylife – it feels like you're away but you're in the heart of Sydney."

**You're working on your 2010/2011 summer collection.**

**What key trends should we be looking out for?**

"There's a tight link between indoor and outdoor living and we're looking to transitional collections for both indoor and outdoor use. We can be playful with colour and pattern – we're seeing florals but also simplicity. Accessorising for the beach is another lifestyle trend we're seeing. We create beach towels and I'm always saying that if you're going to spend money on a swimming costume, why wouldn't you want a beautiful beach towel to match?" ■

Contact Sunnylife on (03) 9421 6325 or visit [sunnylife.com.au](http://sunnylife.com.au).