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SunnyLife designing an Australian Lifestyle

by Design100 on Wednesday, June 15, 2011 at 7:05pm

SunnyLIFE is an Australian lifestyle brand sold nationally through David Jones, homeware stores and online. Identifying a gap in the market, Creative Director Joel Bartfeld, developed the concept for a collection of stylish and contemporary beach accessories to cater to Australian's love of the outdoor lifestyle.



Since 2004 the business has grown to include not only beach, but a full lifestyle offering including; tabletop, decorator, outdoor furniture, and table linen. With offices and showrooms in both Melbourne and Sydney, SunnyLife has a dedicated team of in-house designers who specialise in product development and design.

SunnyLIFE offers clean, contemporary design that complements and reflects the simple beauty of an Australian lifestyle. Inspired by the most pleasurable elements of chic living, each season brings a new focus to providing customers with unique products and prints. Designed for the way we live, the collection is functional and has purpose, whilst still being aesthetically pleasing.



SunnyLIFE Beach Umbrella's stood out from the beginning. Customers were immediately drawn to the bright and bold patterns, the quality and the functionality. People could now go to the beach with stylish accessories, that added a sense of fun and individuality to their life. Australian's like to express themselves, and the SunnyLIFE beach umbrella's and accessories allow customers to show their fashionable side.

SunnyLIFE

www.sunnylife.com.au

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