



Stylishly cool:
Cable
broad-brimmed
hat (main) in coral
stripe (\$79.95).

Good to go:
Tasman tote
(below) in orange
stripe (\$109.95).



Chic: Chaucer lacquered-straw clutch (\$99.95).

to sum up our love of the outdoors, sand and beach, and it's likely Juicy Couture felt an affinity for the same free spirit.

For SunnyLIFE it's all about clothes that smell of summer (think resort-wear dresses in stripes and other viscose/cotton combinations) plus hats and bags to complete your outfit.

It even throws in some kitsch wares in the collection and tempts consumers with outdoor dining and other entertaining items as well. Fashion clearly doesn't start and end with the wardrobe for this mini-empire; it has created an entire range of products that suit a hot Aussie summer – from what you wear to what you serve your drinks in.

Its colour palette is influenced by fashion runway shows and other seasonal trends – the big emphasis this time around is apricot stripes, dreamy blues and other coral shades.

For summer, the selection of bags is mammoth – think canvas tote and beach duffles. From hand-woven raffia totes and clutches to a collection of lacquered-straw tailored clutches trimmed with leather, there is a size and style for every need.

Beach totes in gelato shades are mouthwatering, but we especially love the Napier lacquered-straw clutch, which is perfect for late-night soirees by the beach. Ideal for the woman who heads out and doesn't like to carry much at all.

SunnyLIFE fashion and accessories designer Elise Miller, who was responsible for the luxury bag range of Elise Caarel, knows only too well about a woman's summer needs when it comes to bags.

"We love the individual character of natural materials which have inspired our custom-straw weaves and exclusive canvas prints trimmed with butter-soft leathers," says Miller.

"Our design approach reflects a respect for simplicity and timelessness punctuated with unexpected detailing and subtle pops of colour.

"We pour a lot of love into each design, with the key objective of creating beautiful product that exudes a distinctive and sophisticated contemporary style that's a little playful, and always functional, memorable and collectable."

For Bartfeld, this is just the beginning. He's busy flying around the world showcasing SunnyLIFE in the hope of signing more accounts.

"Our homewares have always been fashion inspired, so a fashion collection was a natural progression," he says. "As with all of our new categories, we were focused on delivering the best offer, combining beautiful design with the best possible quality. It took a couple of years for all of the key elements to align, so we're so excited to bring the collection to market."

And with a name that channels the sun, one can't help but feel teased by its warmth.

"The word sunny has no negative connotations," he says. "That means our target customers are optimists, people who love summer, who love entertaining and who have a sense of style."

jrocca@theweeklyreview.com.au

A new range sums up our love of the outdoors, writes JANE ROCCA.

SUNNY SIDE UP

Mixing a love of colour with beach-inspired themes is what SunnyLIFE is all about. In fact, this fashion and accessories brand feels right at home in a laidback setting and fits in perfectly with a casually chic summer.

The Australian company recently secured a spot in Juicy Couture outlets in the US – a huge coup for a growing brand. What's more, it is in discussions with other overseas department stores too.

According to SunnyLIFE's creative director and founder, Joel Bartfeld, getting into US outlets has been a long but worthy process.

"Our aim from the beginning has been to create an Australian and international brand, so we've been looking at overseas markets for a while," he says.

It was SunnyLIFE that approached Juicy Couture, proving that if you've got a good product there is always someone willing to accommodate.

"A member of their creative team knew our product, showed it to the creative director who loved the quality," says Bartfeld.

"We then went through the strict vendor-approval process to make sure our product met all of the US standards."

Australian beach and entertaining culture is cleverly channelled through SunnyLIFE – the brand manages



*It's all
about clothes
that smell of
summer*