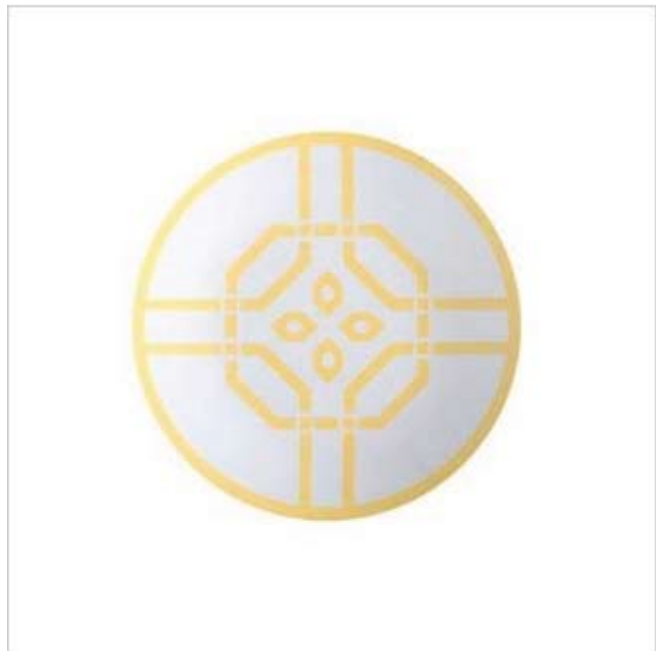


DAILY IMPRINT

INSPIRATION. PASSION. CREATIVITY.

WEDNESDAY, 30 SEPTEMBER 2009

(design.inspiration) joel bartfeld



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I'm a sucker for stripes. That's one of the reasons why I'm coveting the towels from **Sunny Life**. That and the names of the products - I mean, who doesn't want a towel named Sardinia?! Oh, and have you seen the melamine range - with its Palm Springs look. Not bad for a company that's based in Melbourne. Here is the man behind the business, Joel Bartfeld.

Which five words best describe you? Passionate, intuitive, ambitious, genuine & tired.

What was your first job and what path have you taken since then? Upon dropping out of a commerce degree at uni, *I went to work in the warehouse for my family business (fabric distribution)*. Following 18 months of wondering how I would fashion a career path, I fell into a job with a friend's product development business. Four years with them provided me with my "degree", which led me to set out on my own. Together with my business partner, we established SunnyLIFE almost 6 years ago.

What's your proudest achievement? Having built a great team of people who help us make the brand bigger and better.

What's been your best decision? To create my own business – to satisfy my autonomous nature.

Who inspires you? I'm inspired by creativity, so those who apply their creativity – both commercially and artistically.

What are you passionate about? My work, my family & friends, design & travel.

What's the best lesson you've learnt? Stay true to your vision. *Integrity can't be faked and it can't be appropriated*. We were challenged to take the brand in other directions, but ultimately my vision was to be Australia's best outdoor lifestyle brand – which I believe we are.

Which person, living or dead, would you most like to meet? Karl Lagerfeld – not only is he a prolific designer he is also an incredibly fascinating person. What dream do you still want to fulfil? I can't wait to build a bespoke home. I think I'm going to drive an architect and builder crazy with the level of detail I want to achieve.

What are you reading? I'm always reading a lot of design magazines and **The Great Gatsby** (I've been meaning to read it for years).

images courtesy of **sunny life**