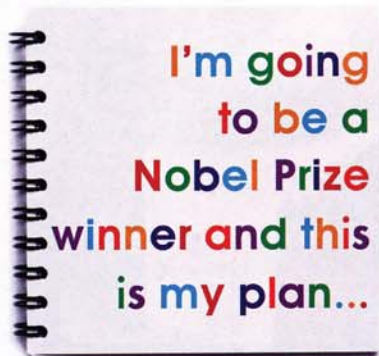
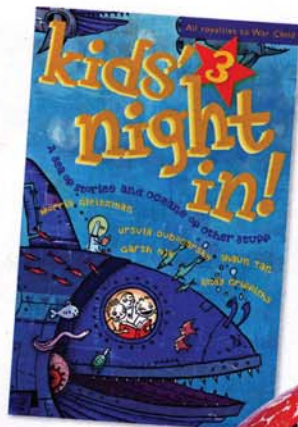




SunnyLIFE beach cricket set, \$49.95. SunnyLIFE.



Two Little Boys I'm Going to be a Nobel Prize Winner notebook, \$19.95. Lark and Friends.



Kids' Night In 3, \$24.95. Puffin.



Beach soccer ball, \$29.95. SunnyLIFE.



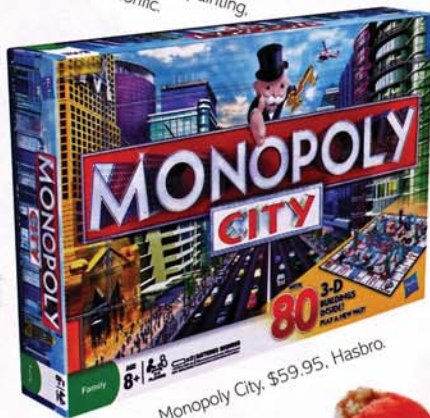
The Wiggles plaster painting, \$12.99. Colorific.



Dumpling Dynasty Pigtail Kit, \$29.95. Lark and Friends.



Kids' red spot ballet flat, \$34.95. kids' navy tennis shoe, \$29.95. Walnut Melbourne.



Monopoly City, \$59.95. Hasbro.



iPod nano, from \$199. Apple.



WotWots talking plush toy, \$36.95. Hasbro.



Australian Museum annual membership, family \$88, stuffed dinosaur toys, \$10.95 each, The Australian Museum.





“Update your look by accessorising; it works in fashion and it’s the same at home.”

– Joel Bartfeld

Three words to describe SunnyLIFE?

Upbeat, fresh, stylish.

Tell us about SunnyLIFE.

SunnyLIFE offers the simple beauty of an Australian lifestyle, no matter where you live or what season it is. Our ranges are inspired by the most pleasurable elements of chic summer living. With six summers behind us, we are Australia’s premium lifestyle brand and each season present a new range of unique products and prints custom-designed for our way of life. Our products are designed for a life spent outdoors, so naturally we want to do everything we can to protect the environment we enjoy. We always look for solutions that don’t harm our planet as part of our development and production process.

What inspires your projects?

Delivering quality, functional and stylish products to the market. I’m not really interested in creating more clutter – I want to offer things that are desirable but also useful.

Describe your average working day to us.

Each day is different. When we’re developing our ranges I’m usually in the office working with the design team. Otherwise, I spend time in store or travelling to put together new ranges.



ABOUT JOEL BARTFELD

After finishing high school in 1995, Joel studied for a business degree for a year, deferring it when he realised he was passionate about design and product development instead. He worked in his family’s textile business then moved into developing products for the corporate market, but by the age of 25 he was burnt-out and uninspired making products for other people’s brands when he really wanted to create his own. While travelling around Spain, Joel noticed a distinct lack of chic beach umbrellas. So, thinking about stylish, good-quality beach accessories and realising there was a gap in the market, he took his idea back to Australia and fulfilled his dream by starting SunnyLIFE with business partner, Paul Cherny. Now the creative director and co-owner, Joel’s designs make it easy for people to enjoy what they love – summer, sunshine, the beach and time with family and friends.

What is one project you’re particularly proud of? I love the way our beach towels have evolved to be super-stylish, fun and sexy.

Your greatest challenge? Giving myself enough opportunity to maintain creativity in the manic world of business.

What projects are you currently excited about? Opening up our table and home categories – such as our bamboo and melamine stories for outdoor dining.

If you had one piece of advice for designers and stylists who are just starting out, what would it be? Work hard, believe in your vision or aesthetic and develop it.

Loving ... Almost any beach!

Sick of ... Doom and gloom – optimism breeds good fortune.

What trends are you seeing this year? Colour is back! Coral, yellow and blue. In Australia we’re lucky because we can always get away with being bold and cheeky.

For more information on SunnyLIFE see www.sunnylife.com.au or call (03) 9421 6325.



Here comes the sun



Inspired by the beach, sunshine and all things summer, Joel Bartfeld, creative director and co-owner of SunnyLIFE, designs colourful, desirable and quality products for a lifestyle of relaxation, entertaining and outdoor living. Selina Gordevich finds out about the fresh and creative Australian label and Joel's 'sunny' outlook on life.

Bargain buys

Seriously stylish needn't mean outrageously expensive – we've found some gorgeous products to give your home the million-dollar look without the hefty price tag.

COMPILED BY SUNNY DE BRUYN



YOU GO GIRL

Get the glamour of '30s and '40s Hollywood in your kitchen with these colourful retro tea towels from Cobwebs. They're witty and sassy and make even the dullest of chores fun. \$22.95 each.

PERFECT PARLOUR
Woven in soft cotton and gentle pastel shades, this lovely plaid design is trimmed in grosgrain ribbon and reverses to a woven stripe. The Candace range is available from Linen House.



BUDGET BUY

OFF THE WALL

We just love these vintage wallpaper coasters from Lark. They're original and chic and a nice alternative to the boring ones you usually find, \$5.95 each.



In bloom

They're vases, they're round and they're in soft, pretty tones that we adore. Decorators always tell us to keep it simple and IKEA have got it right. The Blomster vases are \$15.99 each.

Summer days

Yellow is such a warm, happy colour and brings an immediate burst of sunshine into your house. Get beachy and in the holiday mood with the SunnyLIFE Melamine range with matching napery. The collection includes dinner and side plates, side bowl, platters, salad bowl, salad servers and serving tray. Prices start from \$8.95.

PASTELS FOR ME

We just love them – dusky rose, duck egg blue, buttercup yellow, soft green – and they're just right for warm lazy days at home.