



SEAFOLLY

australia

SEAFOLLY

Since 1975, Seafolly has been at the epicentre of Australian beach lifestyle and has quickly become one of the most recognized swimwear and beach lifestyle brands world-wide.

Spanning the broad international market, Seafolly is currently stocked in major fashion department stores and swimwear boutiques around the world.



SEAFOLLY

Summer holidays and beach escapes are integral to the Seafolly brand essence and its customers.

Women around the world look forward to their summer holiday escape and weekends at the beach. Time to relax and enjoy the company of friends and family or maybe a bit of time to themselves...

Seafolly believes life is for living!



SEAFOLLY

Setting the seasons trends, Seafolly offers a fun, fashion forward and innovative range of swim and lifestyle wear. Seafolly have all your Summer essentials, an array of bikinis, one piece swimsuits, cover ups and apparel along with an extensive accessories collection.

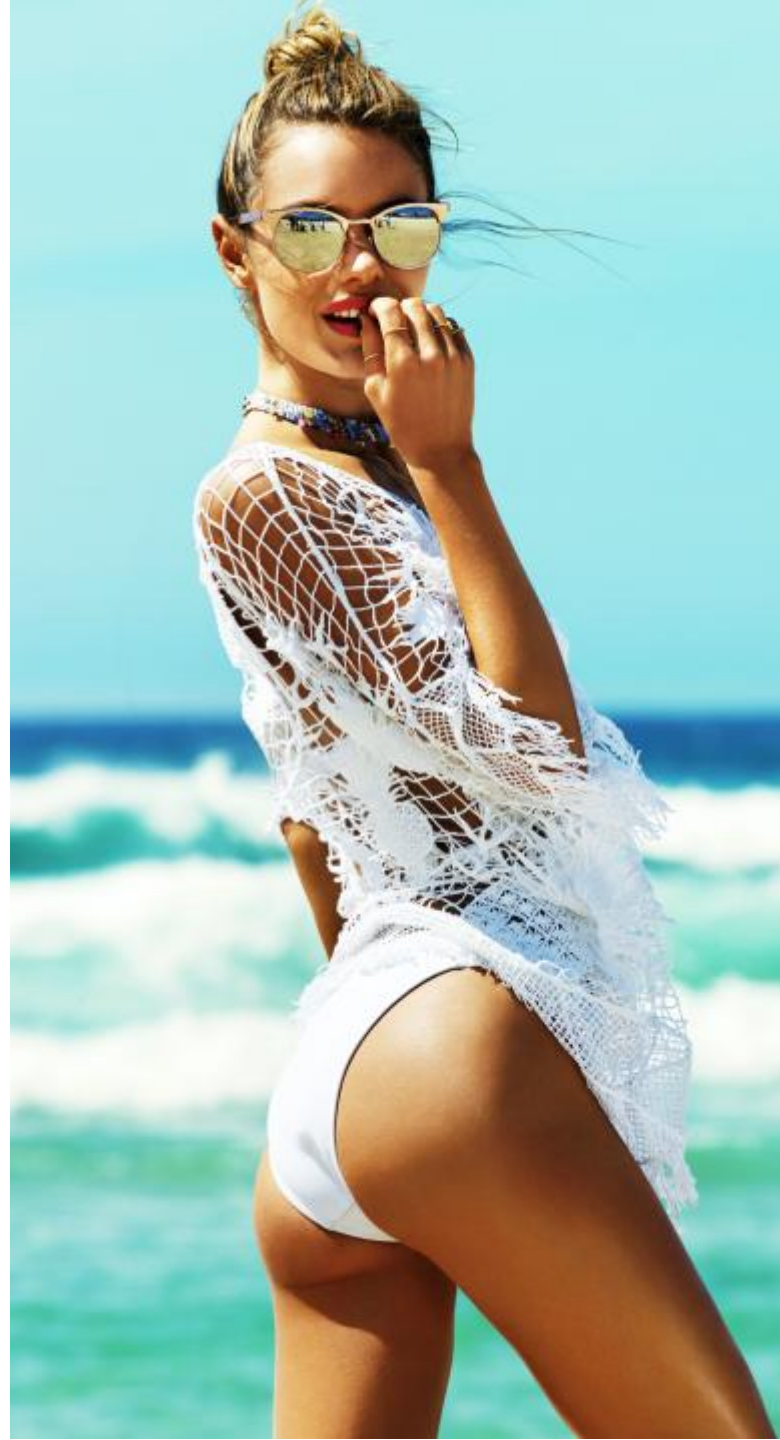
Bold statement prints, contrasting textures and injections of eclectic colour encapsulate and reflect the SEAFOLLY brand philosophy.



SEAFOLLY

Seafolly Statistics:

- No.1 swimwear brand in Australia with 40% market share
- The world's largest fashion swimwear brand.
- Leading brand in the UK, Canada, Germany, Holland and Switzerland
- Fastest growing brand in USA and France
- Family owned and operated since 1975
- Offices in Sydney, LA, Miami, London, Amsterdam, Munich, Singapore, Shanghai
- Financial year 2013 growth:
Total Company 9%, Australia 7% and International growth of 15%



SEAFOLLY

ANOTHER GREAT YEAR

SALES
PERFORMANCE

TOTAL
COMPANY

↑13%



EXPORT HIGHLIGHTS

**Seafolly is now sold in
45 countries worldwide,
with over 1,200
customers.**



RETAIL STORE FOOTPRINT

20 Sunburn stores

16 Seafolly stores (including 1 in LA and 3 in Singapore)

www.sunburn.com.au – Shipping globally

www.seafolly.com.au – Shipping within Australia

www.seafolly.com – Shipping to the USA

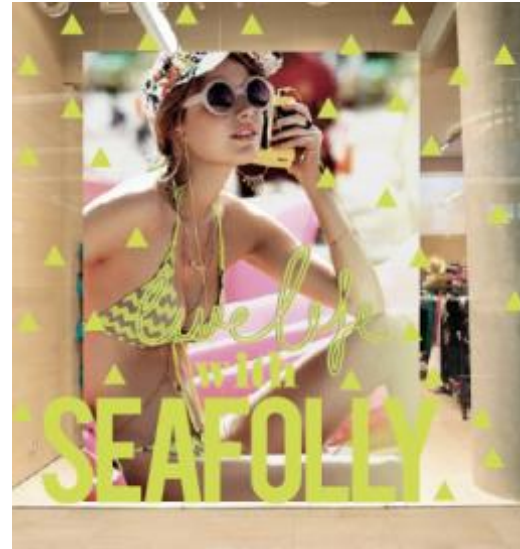


SEAFOLLY
australia

SUNBURN®

SEAFOLLY

STAND ALONE CONCEPT STORES
AUSTRALIA



SEAFOLLY

STAND ALONE CONCEPT STORE
FASHION ISLAND, L.A.



SEAFOLLY

SINGAPORE CONCEPT STORE
WISMA



SEAFOLLY

**INTERNATIONAL RETAIL SUPPORT
AND IN STORE MERCHANDISING**

GERMANY

BREUNINGER, STUTGART

CONCEPT AREA



GERMANY BREUNINGER, LUBU CONCEPT AREA



GERMANY SIFI CONCEPT AREA



INFOSCREEN GERMANY



UK
FENWICKS, NEWCASTLE
CONCEPT AREA



FRANCE

CARRY LE ROUET

CONCEPT AREA



FRANCE

LA CIOTAT

CONCEPT AREA



FRANCE AJACCIO CONCEPT AREA



RETAIL SUPPORT FRANCE



DENMARK

Wunderwear stores



USA

St Bernard



USA

Beverly Hills Bikini Shop



SWITZERLAND

Jelmoli Dpmt Store



ISTANBUL

Harvey Nichols



Germany OBERPOLLINGER store



IRELAND

Brown Thomas & Arnotts Dpmt Stores



DUBAI

Beyond the Beach stores, Debenhams



SEAFOLLY

OUTDOOR ADVERTISING

Amsterdam 2014

CITY LIGHTS - WITH STORES



CITY LIGHTS - NO STORES



SEAFOLLY

OUTDOOR ADVERTISING

France 2014

BIARRITZ BAYONNE - 14 - 27 MAY + 11- 17 JUNE



NICE - 14 - 27 MAY



LA CIOTAT - 14 - 27 MAY + 11- 17 JUNE



SEAFOLLY

OUTDOOR ADVERTISING

London 2014

19 MAY - 2 JUNE



S E A F O L L Y
TRADE SHOWS
and exhibitions

PARIS MODE CITY JULY 5th – 7th 2014

MIAMI SWIM SHOW JULY 19th – 22nd 2014

MODA Birmingham AUGUST 10TH – 12th 2014

MAGIC / ISAM LAS VEGAS AUGUST 18TH - 20th 2014

SURF EXPO Orlando SEPTEMBER 3rd – 6th 2014

WINTER SESSION Orlando Dates TBC

SOCIAL MEDIA

FACEBOOK – 98,352

INSTAGRAM – 96,202

Seafolly Australia
98,151 likes · 1,162 talking about this

Retail and Consumer Merchandise
Live life with Seafolly. Official Facebook page of Seafolly Australia. <http://www.seafolly.com/>

Like Following Shop now Subscribe to Newsletter

seafollyaustralia ·
seafollyaustralia Seafolly Australia's official Instagram account. Step in to our endless summer. Be inspired by the places we go, what we see and the things we love. X. <http://seafolly.com.au>

931 posts 96,097 followers 155 following

PHOTO
223 likes
winatanandwillow So much love for my new @seafollyaustralia high neck line bikinis 🍋

PHOTO
481 likes
sporteluxe HAPPY SATURDAY! Wishing the sun would come out for us this weekend. // photographer @lewchris. #seafolly

PHOTO
1180 likes
emmakacey Savouring pool time as we are traveling further north in a few days time! Thank to @seafollyaustralia for swimwear 🍋

caitlynpaterson · Following
2 months ago
Soo in love with my new @seafollyaustralia kabuki Bloom swimwear set 🍋 shot by @stjodytechnique

kenzeeko_nawaf_alhnn, theocapsano84 and 12,56 others like this.

hasdrey Wooh hot I like stop u
thepower48 Nice body baby
mohammed90doo exciting lust
hasdrey Hi
lukaslovestliving Love This!
selwad123 Sexy
ismalforaj154 Angel
che_da_beast Sexy

Leave a comment...

APRIL '14 SAW THE LAUNCH OF SEAFOLLY.COM

The screenshot shows the Seafolly Australia website homepage. At the top left is the logo "SEAFOLLY australia". To the right are navigation links: "My Account", "My Wishlist", "Basket (0)", and "United States". A search bar is located on the far right. Below the logo is a dark navigation bar with categories: "NEW ARRIVALS", "ALL SWIMWEAR", "SF LIMITED", "CLOTHING", "ACCESSORIES", "SWIM REPORT", and "SHOP THE CATALOGUE".

Below the navigation bar are two promotional banners: "Free shipping to United States on orders over \$150" and "Full refund or exchange within 31 days". A phone number "Phone our swim fit specialists on 1-855-SEAFOLLY" is also visible.

The main visual is a large banner featuring a woman in a yellow and black chevron bikini, sunglasses, and a floral headband, holding a yellow camera. The text "HELLO USA" is overlaid in large white and yellow letters. Below this, it says "WE ARE EXCITED TO ANNOUNCE... SEAFOLLY IS NOW SHIPPING TO THE USA!". A "SHOP NOW" button is in the bottom right corner of the banner.

Below the main banner is a row of seven smaller images showing a woman modeling various pieces of clothing: a chevron jumpsuit, a black one-piece swimsuit with a chevron bag, a black bikini, a yellow bikini, a grey patterned dress, a striped one-piece swimsuit with a yellow bag, and a black and white chevron dress.

SOCIAL MEDIA

SUMMARY OF OUR ONLINE CHANNELS



Seafolly Australia

FACEBOOK – 98,352



@seafollyaustralia

INSTAGRAM – 96,202



@seafolly

TWITTER – 5,436



Seafolly Australia

PINTEREST – 4,184

S E A F O L L Y

PR

SEAFOLLY

AUSTRALIA



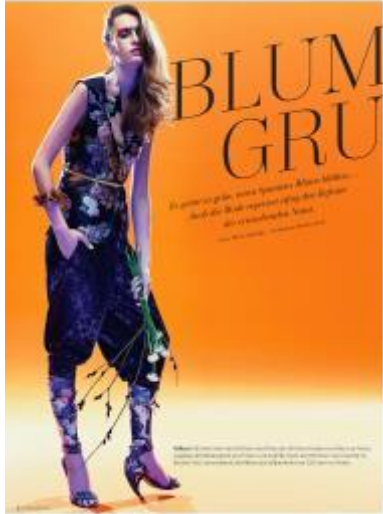
SEAFOLLY USA



SEAFOLLY UK



SEA FOLLY FRANCE



Union Fashion
FINCH BIRD · HARELS WILD · FINE LINE · FINCH LANE · JETTY · SUCCEED

CAMILLE ROWE EGERIE SEAFOLLY POUR 2014

ENVOYÉE SPÉCIALE

Camille Rowe, l'égérie de Sea Folly pour 2014, est une jeune mannequin française qui a fait sensation lors de la Fashion Week de New York. Elle incarne parfaitement l'esprit de la marque : jeune, dynamique et pleine de vie.

SPÉCIAL VOYAGE
Canaries contrariées
S'amus en tribu
Sicile en mode actif
Se dépenser à Chypre
LE CLUB MED AU PARADIS DE NANTES

SEAFOLLY

GERMANY



SEA FOLLY

NETHERLANDS



SEAFOLLY

SINGAPORE



SEAFOLLY

Seafolly supports Breast Cancer awareness at the Mothers Day Classic fun run in Sydney



SEAFOLLY

REPRESENTATIVE IN RUSSIA AND CIS COUNTRIES



Mark Thumser
mt trade mark GmbH



Joseph-Lanner Strasse 8
D 74078 Heilbronn

Office / Post:
Wormser Strasse 10
D 74078 Heilbronn
Germany

Phone: +49 (0) 7066 / 917 50 96
Fax: +49 (0) 7066 / 917 50 86
Mob RUSSIA: +7 (925) 206 97 14
Mob GERMANY: +49 (0) 162 / 989 47 40
Mail: m.thumser@mt-trade-mark.com ,
Web: www.mt-trade-mark.com