

# YEARN SWELL

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MEDIA RELEASE  
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## Australian designer swimsuit brand takes over Hollywood

Gold Coast based swimwear brand 'maneater swimwear', has released the first of 3 billboards on Sunset Boulevard, Hollywood in a joint advertising and marketing venture with Los Angeles based, company 138 WATER.

The first of a 3 month campaign, features New Zealand "The GC" reality TV show personality, Rosanna Arkle, the face of the 'maneater swimwear' LUSH collection.

Australian based photographer, Angel Riley has created a series of tantalizing images of Ms Arkle, for the 'maneater swimwear' boutique bikini campaign.

'maneater swimwear' is a sexy, fun range aimed at women between the ages of 24 -34, which is already proving to be a huge hit with models and international 'maneaters' across the globe.

Designer and Creative Director, Renay Wells says her latest collection is a limited edition run and once sold will never be repeated. The 'maneater' style is a collection of unique swimsuit pieces, which will ensure that our 'maneaters' will feel exclusive knowing that they own a piece of 'maneater' history.

"This maneater swimwear range is has taken us to another level of creation with tropical printed mesh with contrast pink lining, we love the playfulness of these styles with pompom trim detail and contrast ties.

I am really proud of this collection and in particular of this sexy one piece swimsuits, which feature in the these collections, they are definately a new direction for 'maneater swimwear' as swimwear artisans.

Ms Wells is hoping her unique designs will catch the attention of swimwear retailers across the USA, in the lead up to the international trade show circuit.

With social media already gaining global attention via all platforms, this brand is ready for IMPACT!

Journalists, photographers and fashion editors are invited to contact:

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