



# TRADE PRESS RELEASE

SPRING - SUMMER | 2019

This season is all about the journey. The transition from cold to warm. Taking you from the streets, to the hills, and then to the ocean, the SS19 collection drifts across early spring transitional pieces to high summer statement looks. Pops of canary yellow, pillar box red, ocean blue and forest green guide us through the early months alongside statement prints and bold colour blocking. A relaxing colour palette comes into play for summer with powder blue, mint green, dusty pink and lilac filling the collection. SS19 is all about the ability to mix and match your favourite staples. Taking your look from the city to the sea, the iconic candy stripe can be found across jumpsuits, dresses, shorts, beach coverups and swimwear.

Continuing our efforts to help reduce the amount of plastic in the world's seas, our range of sustainable surfwear grows year-on-year. For Summer 19', O'Neill Blue products appear heavily across swimwear, activewear and lifestyle. Our brand was founded in the ocean and it's our duty to take good care of it. Surfers are encountering more and more waste each day as they paddle out through plastic and ride waves. It's our goal to leave the ocean as clean as we once found it in 1952 and help preserve it for future generations to come. All O'Neill Blue items are derived from recycled plastic that has been washed up and collected from beaches and shorelines worldwide. That plastic is transformed into high performance eco-threads and the yarn is then used to create our boardshorts, bikinis, t-shirts, leggings and sports bras. O'Neill works in conjunction with Bionic, Econyl and Repreve, with even our total collection of Mix and Match to be 100% Oneill Blue.

The new SS19 campaign presents seven key stories – Transeasonal, Active, Re-Issue, Swimwear, Denim Swimwear, Superkini and No Tie Fly.

# TRANSEASONAL

As we dream of days spent at the beach, we have to manage our day-to-day work life. In the spring time, we require protection from the weather. From riding our bike to the office to walking to the shops, we expect products that we can rely on to keep us comfortable, dry and warm.

The popular women's Relaxed Parka reappears for SS19 and this time we have perfected our spring staple. Available in bright yellow with dove grey detailing, we have given it a  $\frac{3}{4}$  length cut, rounded hemline, elastic cuffs and a water-repellent finish. For men, the classic Bomber Jacket returns in navy blue and army green. Insulated and quilted in its design, this updated style is warm, lightweight and super soft.

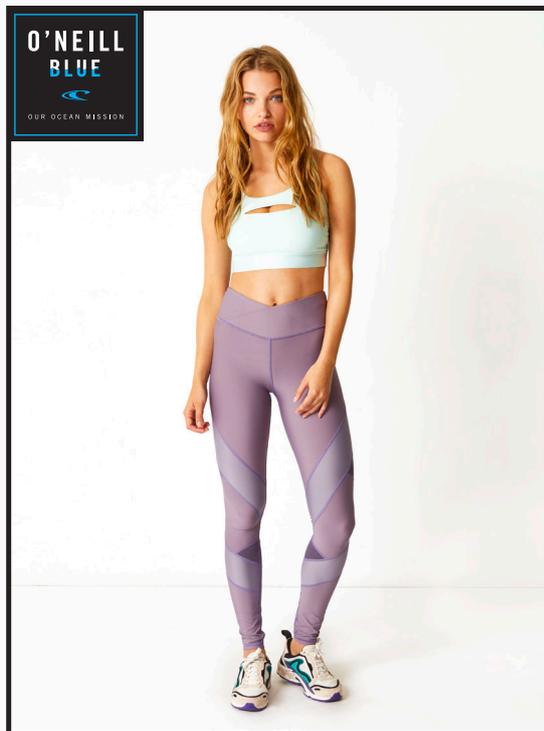
Finished with a camouflage print and making a bold statement for spring, is the new men's Printed Sweatshirt. Carrying the O'Neill logo on the chest pocket, this relaxed fit style is a key player for SS19.



# ACTIVE

As the sun starts to come out and the rain holds off for the weekend, the outdoors is calling. Days spent hiking in the wilderness end with evenings dining in log cabins with friends. These adventures require functional clothing and plenty of layering options. Lightweight fabrics with technical details are prevalent throughout the new SS19 Active collection.

Designed in mint green using eco-friendly yarn, our Medium Impact Bra Top is a standout choice for the active woman. With key hole detailing and cross back straps, it's breathable, fast drying and features removable padding. Returning by popular demand, the High Waist Leggings have been designed for all eventualities. Featuring eye-catching panel detailing and contrasting seams, they will take you from the hills to the studio. Cut from our eco-friendly fabric in different lilac hues, the leggings are sweat-wicking, quick drying, soft and super stretchy.



# RE-ISSUE

Sunny days soon lead to long sunny evenings. It's time to make the beach our home for the next few weeks. From the hotel to the beach, and then finally moving on to the nightlife, our summer suitcase needs to be light yet versatile. Outfits need to mix and match, creating fresh new looks for different occasions.

Let's celebrate 'Throwback Thursday' every day of the week as old school is in trend. You can't do without our warm-weather classics. Swimming through our extensive and mind-blowing archive, we have once again picked out some of the best designs from years past. Honouring the longstanding legacy of our brand, we have cherry picked our favourites and revamped them for our SS19 Re-Issue collection.

Drawing inspiration from O'Neill's looks of 90's swimwear, our centre pr piece being the one-piece with a revealing cross-over design and high-cut leg. Available in red and orange, this Californian inspired style will certainly turn heads.

We continue the vintage feel by revealing our fresh line of irresistible windbreakers. Keeping things fresh and fun, the men's Anorak Jacket combines bright red, black and white colour blocking, and the women's version, the Otaru, pairs white with grey.



# SWIMWEAR

O'Neill's celebrated swimwear collection gets an overhaul for SS19 with crochet detailing, geometric prints and surf inspired silhouettes. Plunging necklines and cut away styles feature alongside more minimal swimwear designs. Built to flatter all body shapes, the swimwear coverage system features five distinctive fits.

Retro and radiant, the surfer-chic Suru Vvoda bathing suit is designed in quick-dry fabric with UV 50 protection. With a zip back and reflective detailing, the long sleeve design is made using recycled ocean plastics.

Solving styling needs, pick your favourite pieces from our extensive 2019 Mix & Match bikini collection. Carrying the candy stripe, the Cross Over Bralette Top can be paired with a variety of different bikini bottoms including the block colour Tie Side Bottom in teal. This improved range has been made using recycled ocean plastics.



Resurrecting the original O'Neill Superfreak Boardshort, we have remade this popular 90's design and given it added technical flair. A fusion of our flexible TechnoButter Neoprene with boardshort fabric, this hybrid style offers 4-way stretch and O'Neill Hyperdry Technology. Superfreak was a bestseller in the US back then with the extraordinary feature of technobutter, we have a feeling the new T Butter Boardshort will soon become a favourite once again.



T-butter Boardshorts

# DENIM SWIMWEAR

Following the launch of the world's first denim boardshort back in 2018, we are proudly revealing our revamped model for SS19. This progressive collaboration once again unites the heritage of O'Neill with the expertise of denim professionals ISKO™. The result is a unique design that brings street style to the ocean yet naturally reflects the need for serious function. If you're a big fan of denim, then this could be the boardshort for you.

Our very first denim swimwear collection proved to be a big hit with the guys so now it's time to let everyone enjoy it. For summer 19' we are launching a capsule range for the ladies which includes the Denim Bikini. Featuring a high neckline, built-in bra shelf and racer back, this unique style is 50% lighter than traditional jean fabric and is water repellent thanks to the O'Neill Hyperdry treatment applied to the material in production.



**ISKO™**

# SUPERKINI 2.0

Call it a comeback. Our Superkini returns new and improved.

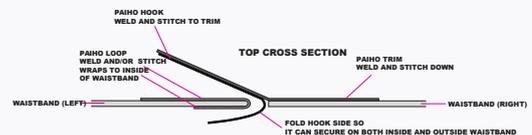
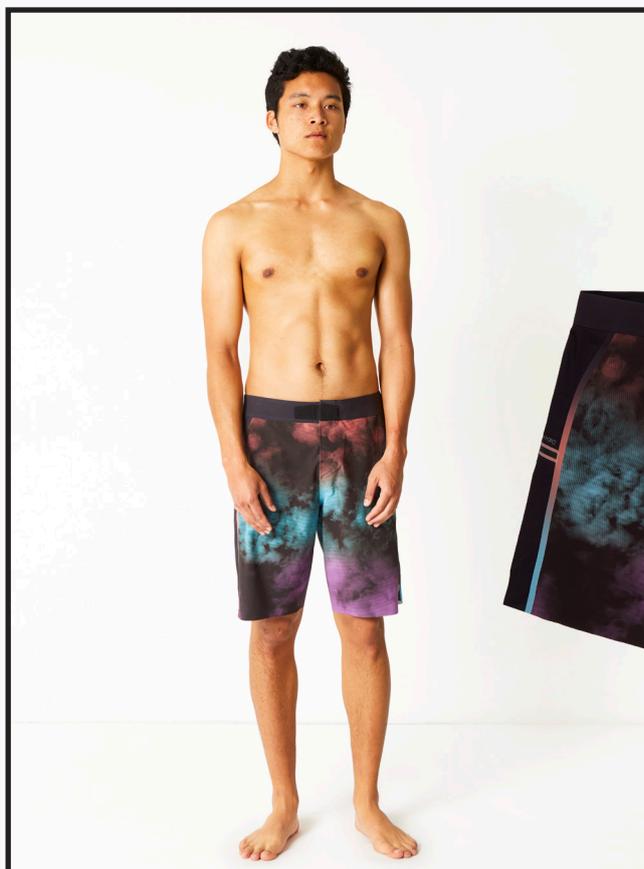
Just like our very first model that launched in 2011, the revamped Superkini has been designed to stay put no matter how intense the waves are, or how crazy the action is. Developed from Nanofront™ fabric that is designed to stick to the body when wet, the Superkini possesses twice as much staying power as traditional Lycra fabric. We wouldn't celebrate a comeback if it wasn't improved. Subjected to rigorous amounts of testing and made using recycled ocean plastics, our new design is quick-drying, soft, breathable and doesn't budge. It gets a big thumbs up from our team riders.



# NO-TIE FLY

Back in 1971, Jack O'Neill's son Pat developed and launched the world's first surf leash to help prevent surfers losing their boards. Today, 47 years later, we have adapted the same technique that made the leash so very successful and applied it to the closure of our No-Tie Fly boardshorts. The No-Tie Fly is a double Velcro closure system which is incredibly secure and remains fastened at all times. It's less bulky than the lace tie waistband, leaving as little space as possible between the surfer and his board. That's what we call innovation.

The No-Tie Fly can be found on the Hyperfreak Hydro Boardshort, our most technical boardshort in the SS19 collection. This style is for main players in the water and benefits from super lightweight, 170% 4-way-stretch fabric, a Hyperflow thermo-regulating waistband to cool the skin, ultrasonic welded seams to prevent rubbing, antimicrobial fabric to eliminate odor-causing bacteria and a durable water repellent coating.



NO TIE FLY



O'NEILL HYPERDRY



4-WAY STRETCH



WELDED CONSTRUCTION



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