

A photograph of Melissa Odabash, a blonde woman with wavy hair, wearing a red one-piece swimsuit. She is sitting on a white chair or bed, smiling slightly at the camera. The background is a light blue wall with a subtle geometric pattern.

PRESS RELEASE

Melissa Odabash
for amoena
with future dreams

Amoena launches designer swimwear capsule range for 2017 - Melissa Odabash for Amoena with Future Dreams collection will help raise funds for breast cancer research

The world's leading breast care brand, Amoena, has teamed up with top-end swimwear designer Melissa Odabash to create a range of designer swimwear for women who have had breast cancer surgery. The capsule collection, which launches at the London Swimwear Show on 17-19 July, will help raise funds for breast cancer charity Future Dreams, with a portion of every sale going directly to the charity.

Melissa Odabash is the world's leading swimwear designer – her designs were recently hailed by Vogue as the 'Ferraris of swimwear'. About her decision to create a range for women who have had breast cancer surgery, the former swimwear model said: "At the end of the day, women just want to feel great. These pieces are made from the same fabric as my main collection, in the same designs. The only difference is that some of them are just a little higher cut to offer the support and security that women want when they have had breast surgery."

The launch of the collection will be supported by a marketing campaign that hails the collaboration of the three partners – the world's leading luxury swimwear designer, the international expert in post-surgery lingerie and swimwear and a charity that funds critical research into a cure for breast cancer. The campaign, which is beautifully photographed and includes a 'behind-the-scenes' video and a social media campaign, is fronted by Sky News presenter, former Olympic gymnast and ambassador for Future Dreams, Jacque Beltrao, who has openly discussed her breast cancer diagnosis and subsequent surgery.

Commenting on the launch, Rhoda White, Amoena's marketing manager, said: "This collection is sassy, sexy and supportive – we're very excited to be collaborating with Melissa Odabash to bring a designer touch to post-surgery swimwear and we think our retailers will be excited too."

ENDS

Photo captions:

Danielle swimsuit | 8-14 | RRP £79

Sylvie cover up | one size | RRP £49



View the collection at the London Swimwear Show | 17-19 July 2016

George Suite, Radisson Blu Portman Hotel, London

Notes for editors:

About Amoena

Amoena (UK) Ltd is the UK distributor for Amoena, the world's leading breast care brand. Headquartered in Raubling, Germany, Amoena was established in 1975 and was the first company to introduce a silicone breast prosthesis. Celebrating its 40th anniversary in 2015, as the industry leader Amoena combines technology with supreme comfort to offer an extensive product line of bras, swimwear and breast symmetry products that fully address the needs of women following breast cancer surgery. The company conducts extensive wear tests for comfort, ease of use and suitability to individual surgery types and lifestyles.

Amoena's world-leading innovation has resulted in a long history of patented materials, products and manufacturing methods. With a global innovation network that draws input from 60 countries, Amoena's research and development team collaborates with universities and scientists across many disciplines. The company's in-house experts incorporate this knowledge into their constant search for new ways to transfer the latest scientific developments into breast form technology.

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