

W MALDIVES COLLABORATES WITH WE ARE HANDSOME TO CREATE EXCLUSIVE SWIMWEAR COLLECTION

Iconic Australian swimwear label designs limited edition capsule collection inspired by W's retreats in Asia Pacific

March 14, 2015 – W Retreat & Spa - Maldives, part of W Hotels Worldwide, has partnered with cutting-edge Australian fashion swimwear label *We Are Handsome* to create an exclusive print and capsule collection for men and women. Featuring a women's string scoop one-piece and men's board shorts, the swimwear is an interpretation of the electrifying energy and glowing colours of four W retreats in Asia Pacific including W Retreat & Spa Maldives, W Retreat & Spa Koh Samui, W Retreat & Spa Bali – Seminyak and W Retreat & Spa Goa.

"We are really excited to be involved in this project and to have the opportunity to collaborate with a brand which shares the same passions for design and fashion," said Jeremy Somers, Managing and Creative Director, *We Are Handsome*. "We took our inspiration for the collection from the energy which ebbs and flows through the resorts when the sun sets, the stars come out and nature starts to glow. The bespoke design conveys this energy, as well as the vibrant and playful personalities of the retreats and their island destinations, whilst evoking their bold sophistication and glamour."

We Are Handsome's vibrant custom design for W Hotels was inspired by the colours, textures and glowing elements of the W retreats' island destinations, featuring a combination of a Chrysaora jellyfish and different hues of electrifying blues and purples. Key features and inspirations for "The Chrysaora" swimwear print include:

- At the centre of the design, the **Chrysaora jellyfish** print plays tribute to the vibrant, unique and spectacular life force that surrounds the retreats
- The **design back drop** draws on the rising of the stars in the night sky over the retreats, coupled with the fluorescent light of the plankton and marine life in the surrounding oceans

- The electrifying palette of **blues** and **purples** reflect the unique, vibrant and playful personality of the W brand and the classic swimsuit shapes depict W's contemporary resort glamour
- The overlying, **glowing elements** in the design are borrowed from the recent restyling of W Retreat & Spa Maldives, which lends its theme "Let it Glow" from the Indian Ocean's colourful marine life, twinkling stars and fluorescent plankton

The limited-edition **The Chrysaora collection** will be sold exclusively online at www.wearehandsome.com and W The Stores at all four W retreats in Asia Pacific from 14 March, 2016.

W Hotels has built a strong foundation in the fashion world since making its New York debut in 1998 offering its jet-setting guests what's new and next in this ever-changing industry. In the United Kingdom, W London – Leicester Square recently unveiled [music-reactive wardrobe for Wyld nightclub](#) designed by emerging British designer Claire Barrow and wearable technology expert Glofaster. The brand has also expanded its partnership with British designer, [William Tempest to create a bespoke swimwear collection for W Barcelona](#).

"W has always been at the forefront of what's new and next in fashion, so we are thrilled to collaborate with *We Are Handsome* and celebrate the best of Australian talent," said Arnaud Champenois, Asia Pacific Senior Brand Director - Luxury and Design Brands at Starwood Hotels & Resorts Worldwide, Inc. "Jeremy and Katinka have perfectly captured the retreats' unique island destinations and the colours, textures and buzzing energy the retreats' are renowned for."

Located in Asia Pacific's most inspiring destination, [W Retreat & Spa - Maldives](#) offers a sensational swirl of high-energy interiors, vivid design, cutting edge technology and uniquely modern amenities to fulfil every wish. Providing an escape with an escape for guests and travellers who seek something extraordinary, the Retreat is designed as a modern paradise, where the day is dedicated to individual moments in which guests

can refuel for what comes next. When night falls, the Retreat comes to life – nocturnal in nature like the W brand.

We Are Handsome's latest exclusive **The Chrysaora collection** was also shot at W Retreat & Spa Maldives in November 2016. Campaign shots include backdrops of this enchanting retreat showcasing the diverse, luxury and playful personality of the island.

For high resolution images, please explore this [link](#).

For bookings and more information on W Retreat & Spa - Maldives, please explore <http://www.wretreatmaldives.com/>.

Stay tuned by following W Retreat & Spa - Maldives on 

-Ends-

About W Maldives

Connect with your inner peace and go along with the pace of island life. Experience one of the 78 Retreats, either on the beachside or overwater giving you access to endless Indian Ocean views. Succumb to the dazzling blue waters, spectacular reefs and pristine sands in style and be at one with both body and soul. AWAY® Spa at W Maldives is the ultimate sanctuary for well-being with four overwater treatment villas, each with a private outdoor area and a range of treatments designed to remove all the stresses and strains of modern day city life.

About W Hotels Worldwide

W Hotels is a contemporary, design-led luxury lifestyle brand and the industry innovator with 47 hotels and retreats, including 17 W-branded residences, in the most vibrant cities and exotic destinations around the world. Inspiring, iconic, innovative and influential, W Hotels provides the ultimate in insider access, offering a unique mix of cutting-edge design and passions around fashion, music and entertainment. With 15 years of proven success, W Hotels is on track to reach more than 60 hotels by 2018. W Hotels have been announced for Shanghai, Tel Aviv, Abu Dhabi, Dubai, Amman, Jakarta, Panama, Muscat, Suzhou, Changsha, Chengdu, New Delhi, Kuala Lumpur, Shenyang, Marrakech and Brisbane, while upcoming W Retreats include Goa, Phuket, Hainan Island and Mexico's Riviera Maya.

For more information

Ms. Anna Karas
Marketing Communications Manager
W Retreat & Spa - Maldives
Tel: +960 666 2208
E: anna.karas@whotels.com