



(Aqua Swimwear, n.d.)

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AQUA SWIMWEAR KEY MESSAGES



1. Aqua Swimwear is beneficial for our planet

- Aqua Swimwear is a sustainable brand
 - The performance of repurposing
 - The use of ECONYL regenerated nylon for ladies swimwear
 - 57,000 tonnes of co2 is avoided by using ECONYL raw materials

2. Aqua Swimwear is all about repurposing and fair trade

- To have a holistic lifestyle
 - Aqua Swimwear works in accordance with the SDG's 8.7, "Decent work and economic growth"
 - There is no child labour
 - All workers are respected
 - Promote social and environmental good

3. Aqua swimwear, an affordable, comfortable, and high-quality brand

- Easily adjustable, elegant, and designed with simplicity
 - All bikinis and swimsuits are suitable for everyone
 - The price will eventually keep on decreasing overtime as demand will be higher

4. Aqua Swimwear is a life saver

- It is connected to your lifestyle
 - You can choose your bikini or swimsuit based on your mood or your occasion
 - Aqua Swimwear is appreciated for its lively and colourful products

5. Aqua Swimwear is an innovative brand

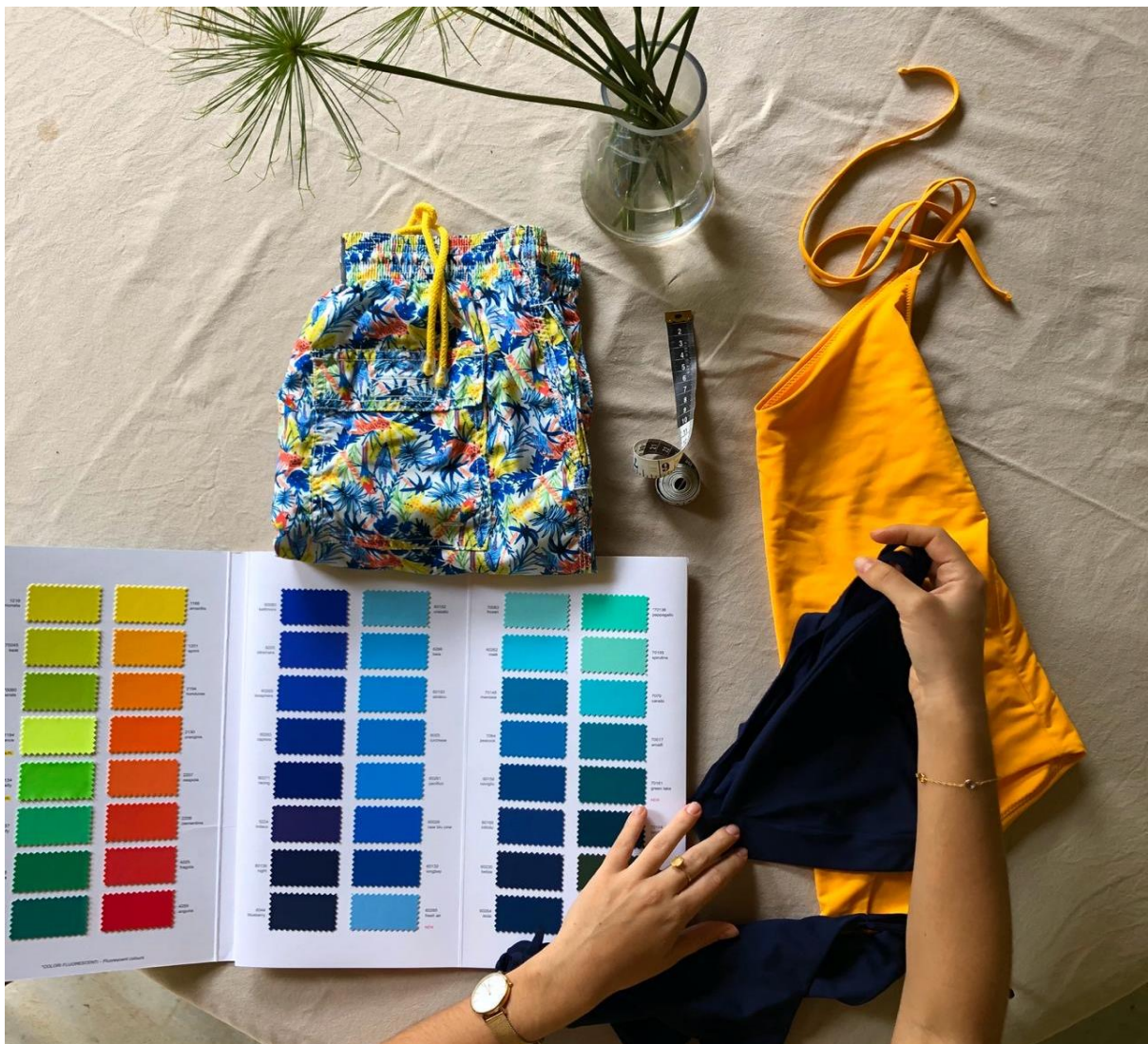
-New ideas are presented for each new collection

- The next Aqua SAVE collection will be made from 60% recycled polyester
- Shorts will be made from biodegradable plastic bags

6. Aqua Swimwear is an admiring brand

-Only want to be beneficial to their audience

- Aqua swimwear wants their audience to build a long-lasting and affordable wardrobe





Dil Hossen Road, Grand Baie, Riviere Du Rempart, Mauritius

Press Release

FOR IMMEDIATE RELEASE

15 April 2021

Contact: Sameeha Hosenbocus

Public Relations Director

Tel: (+230) 57848407

Email: SameehaHosenbocus@AquaSwimwear.com

AQUA SWIMWEAR AND ITS SUSTAINABLE FASHION

Contributing for a better future

According to NUMBEO (2021), pollution in Mauritius is around 54.47%. One of the factors which is contributing to the pollution is fashion. Our planet is in trouble due to fast fashion, there is approximately 85% of textiles dumped each year in the world, and also cause water pollution when washing some type of clothes as thousands of bits of plastics goes into the ocean.

Aqua Swimwear is a 100% Mauritian brand, founded in 2012. The brand has initiated a sustainable fashion brand. The idea of preserving Mauritius and also by working in accordance with the SDG's 8.7, have been taken into consideration. There is roughly 70,000 barrels of crude oil which are saved and the emission of 57,000 tonnes of CO2 is avoided by using ECONYL regenerated nylon for the production of swimwear.

As Emma Watson has once said "as consumers, we have so much power to change the world by just being careful in what we buy", and in fact this is true, if customers choose wisely, the world can be in a better place.

Aqua Swimwear is all about repurposing, the performance of taking something which was once in the waste stream and give it a second life. ECONYL regenerated nylon is an example of the materials used for the swimwear. This material is made from waste such as used fabrics, carpets and fishing nets. There is a scary fact that by 2050, there will be more plastics than life in the ocean, as around 12.7 Million tonnes of plastics are dumped annually into the ocean. Therefore, Aqua Swimwear is an environmentally friendly brand which is conscious about the danger of pollution, and determined to launch the SAVE collection in 2018. The SAVE collection are fabricated from 100% recycled polyester filament, composed of plastic waste restored from plastic bottles. The brand is entirely eco-friendly, from the packaging to the product.

Aqua Swimwear donates 3% of the SAVE collection to the Mauritius Marine Conservation Society (MMCS) and to the Mauritius Wildlife Foundation (MWF), for them to develop their future projects for the island.

About Aqua Swimwear

Aqua Swimwear was founded in 2012 as a dream job. A 100% Mauritian and eco-friendly brand which manufactures and designs swimwear for men, women, and kids by using high-quality fabrics and also by paying attention to the environment.

" DRIVEN BY OUR CREATIVITY, OUR HEADS ARE CONSTANTLY FILLED WITH NEW IDEAS. STAY TUNED AND BE THE FIRST TO BUY FROM OUR NEW COLLECTION "

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If you would like more information about Aqua Swimwear, please contact Sameeha Hosenbocus at [57848407], or Email [SameehaHosenbocus@AquaSwimwear.com].



Dil Hossen Road, Grand Baie, Riviere Du Rempart, Mauritius

Backgrounder

FOR IMMEDIATE RELEASE

15 April 2021

Contact: Sameeha Hosenbocus

Public Relations Director

Tel: (+230) 57848407

Email: SameehaHosenbocus@AquaSwimwear.com

AQUA SWIMWEAR AND ITS SUSTAINABLE FASHION

Contributing for a better future

Aqua Swimwear is a 100% Mauritian brand, situated in the north of Mauritius. Founded in 2012, its main objective is to protect the planet. Aqua Swimwear designs and manufactures local swimsuits for men, women, and kids.

Aqua Swimwear ensures to frequently update the collections of products with modern designs as well as materials, for better comfort and quality products.

Aqua Swimwear Objective

Aqua Swimwear main focus is to embark in research and development in order to come up with better ways to be environmentally friendly.

In 2018, Aqua Swimwear launches the “SAVE Collection” in an endeavor to be partly responsible to the preservation of the little island’s environment.

Being eco-conscious, Aqua Swimwear donates 3% of the “SAVE Collection’s Sales” to the Mauritius Marine Conservation Society (MMCS) and to Mauritius Wildlife Foundation (MWF).

Statistics

I think all of us have seen this scary fact that “by 2015, there will be more plastics than life in the ocean.” The reason to this is because there are around 12.7 Million tonnes of plastics which are dumped annually in the ocean.

Aqua Swimwear therefore opt for an infinite recyclable material, “ECONYL”. In addition, for every 10,000 tonnes of ECONYL raw materials used, there is approximately 70,000 barrels of crude oil which are saved and as well as 57,000 tonnes of emission of CO2 is avoided.

Products

Aqua Swimwear is famous for its “high-quality quick dry fabrics”, which consist of well selected and amazing colours as well as trend prints.

Enlightened by nature and sea life, Aqua Swimwear creates and designs the products based on these factors. The lively, brilliant, and vibrant vibes that you receive from wearing them are ideal for every occasion.

For the “MENSWEAR”, matching shorts are available for “father and son”.

For the WOMENSWEAR”, all the fabrics are appropriate for the tropical weather. The bikinis and swimsuits are made from ECONYL regenerated nylon and recycled polyester.

For the “KIDSWEAR”, there are special designs such as “anti-UV rash vest” to protect their delicate skin while enjoying for summer.

Ongoing Campaigns

In affiliation with the Mauritius Marine Conservation Society (MMCS), a non-governmental, non-profit organisation, they have developed a few projects, such as an awareness campaign. The awareness campaign consists of the preservation of the marine life,

- 1- Coral reef protection
- 2- The creation of artificial reefs

In addition, the Mauritius Wildlife Foundation (MWF), a scientific, non-governmental organisation has enforced some conservation projects, as well as the preservation of “endemic and endangered plants and animal species in Mauritius”.

Aqua Swimwear Pitch Email

To: Oliver.Milferstaedt@usgreentechnology.com

From: SameehaHosenbocus@AquaSwimwear.com

Subject: Launching 2021 new sustainable collection



Dil Hossen Road, Grand Baie, Riviere Du Rempart, Mauritius

Dear Oliver,

I hope you are well.

I have read your interesting recent article in US Green Technology about taking green initiative and find road to sustainability.

I am contacting you on behalf of the company [Aqua Swimwear](#) to introduce to you about the “[New Sustainable Collection](#)” that we are launching next month.

Our company are pleased to invite you to our virtual launching event about the “[New Sustainable Collection](#)” and together with the “[GO GREEN Campaign](#)”.

This event will also be animated by sustainable influencers who appreciates our products and who are ready to change the world.

[Aqua Swimwear](#) is the most famous sustainable fashion in Mauritius and in order to keep up with the trend and to satisfy their customers, our company constantly introduces fresh new products each year.

Therefore, the new 2021 collection will be launched next month on 17th of May.

[Aqua Swimwear's company](#) is ready for evolution and for a brighter future.

Thank you for taking your time to read the message, I sincerely appreciate your consideration of my email. We would be pleased to have you over, if you want to accept our invitation or if you want further information, please feel free to contact me by my Email address or at (+230) 57848407.

Best Regards,

Sameeha Hosenbocus

Public Relations Director



Media Contact List

MEDIA OUTLET	BASED IN	FULL NAME	POSITION	LINKEDIN
Mauritius Broadcasting Corporation	Mauritius	Jenny yallappa	News Reporter	linkedin.com/in/jenny-yallappa-7a060b117
Business Magazine	Port-Louis	Dooshani Seewoolall	Fashion Editor and Reporter	linkedin.com/in/dooshani-seewoolall-5a53b0181
Le Défi Media Group	Port-Louis	Fateema Capery	Lifestyle journalist	linkedin.com/in/fateema-capery-43793b141
Sunday Times	Mauritius	Neevedita Nundowah	Journalist	Neevedita Nundowah LinkedIn
La Sentinelle	Pamplemousses	Nad Sivaramen	Journalist / Director of Publications	linkedin.com/in/nad-sivaramen-6537233
Weekly Magazine	Mauritius	Darina Naidu	Journalist	linkedin.com/in/darina-naidu-749b2673
ION NEWS	Port-Louis	Nouman Burthen	Journalist	linkedin.com/in/nouman-burthen-36486a1ab
Odysseus Public Relations	Mauritius	Naresh Roodur	Director Of Communications And Public Relations	linkedin.com/in/nareshroodur
International SOS	Mauritius	Ludovic Froget	Marketing communications and management professional	linkedin.com/in/ludovicfroget
Le Mauricien Ltée	Mauritius	Ajai Daby	International News Editor	linkedin.com/in/ajai-daby-66b61116

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