

## BIG MOVE FOR MAMBO

### *Mambo range launches into BIG W*

**August 10, 2010:** Iconic Australian brand Mambo has joined forces with national retailer BIG W to create an exciting range of affordable street and surf wear designs. The move is aimed at ensuring that the brand and its quality designs are available to all Australians.

It is also part of a broader strategy to prepare Mambo for the type of selling environment it will experience in the international market.

“Our partnership with BIG W means that we can share our passion for design and art with an even wider range of Australians,” said Mambo’s Managing Director, Angus Kingsmill. From clothing, footwear, sunnies, surfboards, skateboards and accessories, we are cranking things up and taking more Mambo products to more people than ever before.”

“It is a new direction for our retail strategy as we expand our operations both within Australia and internationally and will see Mambo’s revenues more than triple in the coming financial year,” continued Kingsmill.

The Mambo for BIG W range will include over 20 categories, all featuring Mambo’s colourful and irreverent world-class designs all at affordable price points.

BIG W says it is excited about teaming up with one of Australia’s most authentic brands, and is confident that the range will prove a winner with its customer base.

“We are thrilled to be joining forces with such a brilliant and distinctly Australian company. BIG W customers appreciate great design coupled with great value and this collaboration with Mambo offers the ideal model for this,” said Georgia Sotiropoulos, General Manager Soft Goods - BIG W.

“A trusted first-rate brand at an affordable price is an exciting prospect for any consumer and we’re confident the Mambo for BIG W range will be a big hit.”

Available in all BIG W stores nationally from August, the range is inspired by a “lifetime” spent at the beach. The styles are fun, often funny, individual and made to be worn both in and out of the water and from the beach to the high street.

For men and women, the collection includes swimwear, accessories, daywear and Mambo’s signature item, uniquely designed t-shirts and boardies. Cool fabrics perfect for Aussie summer conditions feature art and design from some of the countries leading artists.

# BIG W



The Mambo for BIG W collection follows in the footsteps of other local and international designers, including Peter Morrissey, who have recently launched dedicated collections created with BIG W customers in mind.

News of the Mambo for BIG W range follows the announcement that celebrity model and MTV VJ, Erin McNaught, has joined international model and actress Cheyenne Tozzi and pro surfers Dayyan Neve and Luke Cheadle as Mambo brand ambassadors.

Erin will take on an Australia based role promoting the Mambo brand through BIG W as well as premium surf stores. While New York based Cheyenne will continue to promote the Mambo Goddess label locally and assist in launching the label into the USA, Brazil and beyond early in the new year.

“Mambo will continue to produce fantastic new ranges for Myer and our existing surf store base, both here and overseas,” concludes Kingsmill.

To view the Mambo for Big W collection, please visit [www.bigw.com.au](http://www.bigw.com.au) from August 12.

For more information on Mambo, visit [www.mambo.com.au](http://www.mambo.com.au)

**ENDS**

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