



Chic Sales

JWOWW by Perfect Tan Bikini

By John P. Ribner

New Sunshine and “Jersey Shore” star Jennifer “JWOWW” Farley have done it again, and this time, it’s a swimsuit collection that brings plenty of sex appeal. The JWOWW by Perfect Tan Bikini also offers salon owners a stylish retail revenue opportunity.

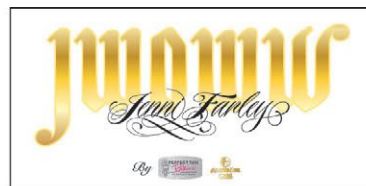
While some salon operators swear by swimwear sales, others struggle to give the merchandise away. With the JWOWW by Perfect Tan Bikini, the folks at New Sunshine believe any tanning professional can become a swimwear-selling superstar. The product line features chic and sexy designs coupled with JWOWW’s nationally-recognized name, which is enough to make them popular with the 18-28 female demographic. Add to that New Sunshine’s Starter Kit, which is designed to make sales of the JWOWW bikini line both affordable and easy, and you have the perfect combination for retail success.

Jennifer “JWOWW” Farley helped create the bikini styles that bear her name, and the collection reflects her sense of amped-up style and sex appeal. “The designs feature a variety of brightly hued metallic, animal and camouflage prints, accented with chain-links and gold rings,” said Susan Phemster, Australian Gold/Swedish Beauty/JWOWW Senior Brand Manager. “What’s equally exciting is how functional these suits are – they feature a material called Stick2, which is a patented, silicon-based adhesive that’s activated by the wearer’s body temperature and keeps the suit firmly in place. This allows removal of the straps

to avoid developing tan lines without worry that the top will slip or fall off. It’s a very unique and functional aspect that sets these suits apart from other swimwear.” The line is produced by Perfect Tan Bikini of Las Vegas, NV, which is owned by Richard Reisman and Claudia Cardenas.

New Sunshine has made it easy and affordable for salons to sell the JWOWW by Perfect Tan Bikini line. “Our Starter Kit includes 13 of the line’s most popular styles in their most popular sizes, with three clear plastic bust forms for display and posters featuring JWOWW for marketing and promotional use,” Susan said. “The price of the kit is \$538, and it offers a solid profit for salons. Once they sell all the suits from the kit, they can order additional items as needed and sell them at the suggested retail price of \$75-\$90.” Susan added that sales can benefit from both JWOWW’s popularity and that of the line, itself – since its launch, it’s been featured on “The Today Show” and E! Entertainment Television, in *Playboy* Magazine and on the runway in Miami at the Mercedes Benz Swim Fashion Week.

Because of her involvement with the mega-hit reality TV series “Jersey Shore”, JWOWW’s lotions are among the tanning industry’s most popular



and widely-recognized. Thanks to New Sunshine and its distribution network, salon owners have another way to capitalize on that popularity. For more information about this chic, new swimwear collection, call your distributor, 800.633.0069 or visit AustralianGold.com. 