



MAMBO ANNOUNCES DESIGNER COLLABORATION WITH EMMA MULHOLLAND FOR SUMMER 2015/16



SYDNEY, AUSTRALIA (July 29, 2015) – Today, iconic Australian surf and art inspired lifestyle brand **Mambo** announced a new fashion collaboration in partnership with Australia-based designer **Emma Mulholland**. Mambo, currently celebrating its 30th anniversary, and Mulholland, recently recognized with the 2015 BT Emerging Designer Award, saw an opportunity to create a special collection pairing Mulholland’s fun and whimsical design aesthetic with Mambo’s lifestyle and performance wear. **The Emma Mulholland x Mambo Goddess Summer 2015/2016** collection, launches exclusively at MYER stores nationwide and online at ASOS.com beginning this August.

The unique, colourful and eclectic collection, features mix-and-match swimwear, t-shirts, leggings, shorts, jackets and sunglasses inspired by the Great Barrier Reef, incorporating vibrant angel fish, blue lobsters, tiger sharks and various types of coral. Mulholland also infuses her own creative interpretation of traditional Mambo designs including the “goddess”, drawing inspiration from mermaids and mythical Venus.

“I’m honoured to be working with Mambo, a brand that is and has always been one of my personal favorites, with radical design and authentic Australia roots,” said Mulholland. “The strong surf heritage largely influenced the design of this collection, particularly the ‘80s Memphis’ style which inspired a sense of nostalgia strongly represented in the range.”

“We are very excited to launch this collaboration with top Australian designer Emma Mulholland, a brand worn by some of the world’s top musicians and entertainers. Her in-demand and edgy designs bring a unique and distinct perspective to the brand,” said Dan Castle, Managing Director of Saban Brands Lifestyle Group. “The Emma Mulholland x Mambo Goddess collection will play a pivotal role in taking Mambo into premium, new retail spaces both in Australia and beyond.”

In exciting news just announced, the **Emma Mulholland x Mambo Goddess** collection will be showcased at New York Fashion Week this September, in an exclusive Australian designer presentation.

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Mambo

About Mambo

Mambo is an Australian fashion and lifestyle brand established in 1984 built on the four pillars of art, surf, music and humor. Currently celebrating its 30th anniversary, Mambo quickly became an iconic surf lifestyle brand with its distinctive satirical designs created by a diverse collection of wildly talented artists such as Reg Mombassa, Rockin' Jelly Bean, Maria Kozic, Richard Allan, Lee McConnell, Meggs and Numskull. Mambo has hosted major international music festivals, surfing events and has had its unique art exhibited in museums around the world. Mambo develops young artistic talent and produces innovative artworks, products and quality clothing. Mambo continues to solidify its place on the international fashion stage as a quintessential surf and skate lifestyle brand with an ever-growing list of global stockists in Australia, North America, Europe and Asia. For more information, please visit www.mambo-world.com.

About Emma Mulholland

When Emma Mulholland made her debut as one of four TAFE students chosen to present a range at Australian Fashion Week, she immediately stood out as a designer with a lot of promise. Within a few short months Kanye West was spotted purchasing a backpack at Alice Euphemia in Melbourne, and since then her designs have been worn by the likes of Azealia Banks, Grimes, M.I.A, and Kimbra. With her debut solo show at Mercedes Australian Fashion Week showing her Spring Summer 13/14 collection, Emma Mulholland caught the attention of international buyers and press in what was a packed out show, style.com marking her as an “an up-and-coming designer” with a distinctly unique aesthetic. Featured in Harpers Bazaar, Dazed and Confused, Nylon, Vogue IT, THE FADER, Oyster and more, Emma Mulholland can be purchased in quality boutiques across Australia and the USA and online at Shopbop.com.

About Saban Brands

Formed in 2010 as an affiliate of Saban Capital Group, Saban Brands (SB) acquires and develops a world-class portfolio of properties in the entertainment and lifestyle sectors. SB applies a global 360-degree management approach to growing and monetizing its brands through content, media, marketing, distribution, licensing and retail to markets worldwide and consumers of all ages. Saban Brands Entertainment Group (SBEG) develops innovative branded content that resonates with consumers across all media platforms. SBEG's growing entertainment portfolio of brands includes Power Rangers, Julius Jr., Popples, Cirque du Soleil's Luna Petunia, La Banda, Emojiville and others in development. Saban Brands Lifestyle Group (SBLG) drives major expansion within the company's diverse portfolio of fashion and lifestyle properties. SBLG's portfolio currently includes Paul Frank, Macbeth, Mambo and Piping Hot. SB operates a global network of offices in Los Angeles, New York, London and Sydney. For more information, visit www.sabanbrands.com.

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Official Hashtag

#EmmaxMambo

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Mambo

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