



Press Release

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Issa London captures the heart of the Maldives with its Kanuhura Kaftan

Five star deluxe resort Kanuhura and British Fashion house Issa London have teamed up to create the Kanuhura kaftan, bringing a touch of luxury to this essential beachwear item. The kaftan's design is inspired by the deep waters of the Maldives and natural surroundings of Kanuhura, making it the perfect beach wear for summer. Made from 100% luxurious soft silk, the Kaftan's encapsulates the elegance of the Kanuhura resort and is available to buy exclusively from Issa.

Fashion brand Issa is known world wide for its colourful, wearable and feminine designs that always reflects the spirit of summer. From the deep waters of the Indian Ocean, Napoleon fish and local palm trees on shore inspire tropical, bright prints to capture the natural beauty of Kanuhura.

Daniella Helayel the founder of Issa London has created pieces worn by the likes of Beyonce, Kylie Minogue, Kate Middleton and Keira Knightly. On her design of the Kanuhura Kaftan, Daniella said: "My first impression of Kanuhura was the view from the airplane of all the vibrant colours. The kaftan was very much inspired by this and the local landscape, which is bursting with palm trees, tropical plants and colourful ocean life."

Kanuhura's general manager, Alessandro Schenone said: "We are very excited about the Kanuhura inspired kaftan; we pride ourselves in giving a luxury experience to our customers and feel this beachwear piece fits perfectly with the resort. Furthermore, Kanuhura's luxury design and chic elegance, is undeniably the perfect place to wear the Kanuhura Kaftan."

The exclusive Kanuhura Kaftan is available for £198 directly from Issa 020 7352 4241
www.issalondon.com

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Notes to editors

Kanuhura

Kanuhura is a five star 100-room hotel located on Lhaviyani atoll to the north-east of the Maldives in the Indian Ocean. Travel is by seaplane, around 35 minutes from the International Airport at the Maldives capital, Male'. With two beautiful neighbouring islets, Kanuhura is a unique and very private hideaway with a wide range of facilities, bars, restaurants, activities and sports. Close by are some of the world's best diving sites.

Sun Resorts

Sun Resorts Limited is a major Indian Ocean based hotel group that currently owns and manages three resorts in Mauritius – 5* Luxury Le Touessrok, 5* Sugar Beach and 4* La Pirogue and one in the Maldives: 5* Kanuhura. Sun Resorts has currently a new hotel development project in Mauritius, which will open in November 2010 in the five star segment: Long Beach. Sun Resorts Limited has three offices in London, Paris and Frankfurt and representations in Milan, Madrid, Moscow and in UAE. The company also fully owns one Tour Operator in France – Soléa Vacances and one in South Africa – World Leisure Holidays.

Issa London

Daniella Helayel created Issa when she couldn't find a dress to wear - and decided the answer was to design her own - "I wanted a dress that made me feel comfortable and glamorous at the same time, one that could take me anywhere, from work to play, bedroom to boardroom," The result is a label embraced by many celebrities, of all ages – fans stem from Madonna to Kate Middleton. Issa designs are not only luxuriously sleek and beautiful, but also highly wearable. Dresses are typically in soft silk jersey, with distinctive colours and unique prints. Helayel, now based in Chelsea, London, believes the secret is to make dresses that flatter and feel good: "Most of my team are women and we try on every design- if a dress doesn't please us all, I tear up the pattern."

For further information please contact:

Mark Oakland

Mission

Tel. 0207 845 7800

Mob: 0787 755 6326

Email: mark@thisission.com

Lauren Pincott

Mission

Tel. 0207 845 7800

Mob: 0784 977 9235

Email: lauren@thisission.com