



Jets makes a splash in the swimwear market



Jets sells its premium luxury swimwear to prestige fashion boutiques and department stores all over the world.

The beach is so much a part of the Australian lifestyle, that many Australian designers have made their mark in surfwear and swimwear.

One Sydney-based label making a splash is *Jets Swimwear*. Fashion pundits are calling the label stylish, sophisticated and sexy, and *Jets* is making an elegant statement both in and out of the water.

Jets' owner, Adrian Allen, said that since the relaunch of the brand in 2001, *Jets* has grown its premium swimwear brand both nationally and internationally.

“We currently sell to prestige fashion boutiques and department stores all over the world,” Adrian said.

Distributors include David Jones in Australia, Harvey Nichols in the United Kingdom and Dubai, Fenwicks and Selfridges in the United Kingdom, Holt Renfrew in Canada, Lane Crawford in Hong Kong, and Brown Thomas in Ireland.

Jets has benefited from the Australian Government’s *Textile, Clothing and Footwear Strategic Investment Program* and the *Textile, Clothing and Footwear Strategic Investment Post-2005 Program*, receiving about \$1 million.

The program, delivered by AusIndustry, aims to foster the development of a sustainable and internationally competitive textile, clothing and footwear manufacturing and design industry in Australia. The program provides incentives which will promote investment and innovation.

“AusIndustry grants have enabled *Jets* to continually improve and innovate through design development and research,” Adrian said.

“The funds have helped us secure hardware improvements to maintain and encourage continued growth in design processes within Australia.”

Manufacturing swimwear is multi-faceted and highly technical. Adrian says that design and innovation is at the core of the *Jets* brand.

“Innovation is present in all facets of *Jets'* business structure and design philosophy. It is an integral part of the company,” Adrian said.

“We continually strive to grow. A lot of that growth comes from the integration of technological advancements through R&D processes and the employment of digital workflow and digital textile development.

“Innovation is present in all facets of Jets’ business structure.”

“We consider ourselves to be world leaders in this field.

“To remain at the forefront of the fiercely competitive swimwear market requires constant and creative evolution, and for *Jets*, this is underpinned by our dedication to design and innovation.

“Over the last decade, Australia’s textile, clothing and footwear industries have faced increasing competitive pressures.

“We believe that most at risk in the marketplace are our unique designs and production innovation. The protection of our intellectual property is very important and we take it very seriously,” Adrian said.

“New design registration laws introduced over the past couple of years have enabled *Jets* to register our designs. We feel strongly about the integrity of our designs and spend significant time, effort and money on our intellectual property protection. We are successfully taking to task companies which have been copying our designs.”

In 2009, *Jets* not only expanded in market size but product development as well, most notably with the launch of the *Jets* Man Label.

“We plan to continue to reinvent ourselves each season whilst still guaranteeing an innovative and unique style that is recognised globally,” Adrian said.

“We are committed to aligning ourselves with likeminded organisations and discussing key business opportunities for expanding the *Jets* brand.

“*Jets* plans to continually evolve as a company and brand and develop our premium label both nationally and internationally well into future.”

www.jets.com.au
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Jets reinvents itself each season with new designs (above and bottom right).



The *Jets* Man Label was launched in 2009.



TCF Post-2005 Strategic Investment Program

The *TCF Post-2005 Strategic Investment Program* is an entitlement program, with grants paid annually to registered textile, clothing and footwear firms to 2010/11. Firms undertaking eligible clothing and finished textile activities will be able to receive benefits for an additional five years until 2015/16 under the announced *Clothing and Household Textiles Building Innovative Capability Program*. The grants reimburse a proportion of the eligible expenditure the firms incurred in the previous financial year.

Firms must register in the preceding financial year, before 1 July.

Applications for grants are accepted between 1 July and 28 February each financial year.

About AusIndustry

AusIndustry is the Australian Government’s principal business program delivery division in the Department of Innovation, Industry, Science and Research.

AusIndustry delivers more than 30 products, worth nearly \$2 billion, to more than 12,000 business and 85,000 individuals a year. AusIndustry products include innovation grants, tax and duty concessions, small business development, industry support and venture capital.

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