

ROOFTOP RAUNCH FOR MSFW

A confirmed highlight of Melbourne Spring Fashion Week, Flamingo Sands celebrated a season of frills, floral and figures to-die-for with a soiree that quickly evolved into a celebrity-studded session of sweet cocktails and city lights on Melbourne's ever-cool Adelphi Hotel rooftop.

Paul Mitchell, the world's largest independently owned professional haircare company and keen ambassador of emerging style, enjoys a rich relationship with the Flamingo Sands swimwear brand, and delivered a team of associates to slick back the hair of 20 models – Robert Palmer style. The Melbourne team consisted of Kara Llayton and Anna from Anaka, and Lee Matthews from Pure Fresh. The girls' product kit consisted of Paul Mitchell's lightweight, gloriously glossy gel; Slick Works® for an immaculate finish along with Extra Body Sculpting Gel® for brush-through body and fullness, among others.

Joining sponsors such as Absolut Vodka, James Boag and Lifelounge magazine, the party was well equipped to carry on until the early hours of the morning – fairy-floss and mini Sugadeaux Cupcakes saluted the colour and fun illustrated throughout Flamingo Sands' latest collection, whilst first impressions proved first and foremost as fashion week revelers were greeted with a pink-lit laneway and eight-story high projected image of a Flamingo Sands clad bikini babe.

Models played up to the lights and lens of Fashion TV whilst mingling with the crowd of elites – exposing hip bones to die for in a selection of two-pieces and 'onesies' marked to increase the muscle of mercury this summer. Flamingo Sands designer and director, Nicky Rowsell, presented 1950s inspired one-piece cuts laced with race courtesy of sexy necklines and clever cut-outs – available in sexy black and flirty floral, all tastes are catered for. Acute assimilation of python and pansy prints with fairy-floss pink and white striped ties is truly unique, whilst sexy halter necks join boy leg bottoms – a second half featuring a feminine frill for added interest. Lace and leopard print make an appearance throughout the swimwear line – head turning choices detailed with anchor ornaments marking an affinity with the sea.

Guests including Angus Kennett, AFL's Hawthorn pin-up boy; Buddy Franklin, notorious model/WAG; Kasia Z and Academy for Men Creative Director; Rhys Ripper, all who left armed with enthusiasm for the warmer months ahead and a goodie-bag filled with delights including a mini Paul Mitchell Heat Seal® – the perfect-for-purses humidity resistant spray that prevents damage from heat appliances while encouraging body and shine. **IN**

