



## 2010 New Product Media Release



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## Media Release

### For Immediate Release

#### Not all t-shirts are created equal – some have shiploads of attitude!

SURFERS have had access to a range of quality, stylish and tongue-in-cheek clothing for years, but what about their humble cousins – sailors, yachties and other sea lovers? Thanks to an exciting move by a North Queensland sailing family a new line of clothing has washed onto our shores and it has thrown hefty resort price tags overboard.

“Grotty Yachty is created for sailors by sailors and is designed to be worn in yacht clubs world-wide,” Sandy Clark explains, who fabricated the brand with her husband Kelvin and daughter Naomi.

“While there have been a number of brands in the past catering to the sailing fraternity, there was a gap in the market for casual, affordable - and sometimes tongue-in-cheek - street wear designed with sailors in mind.

“Existing sailing brands cater to the elite end of the market, but the reality is the majority of sailors are not yacht owners. It takes one person to own a 44ft yacht but up to six people to sail it and we want to give those sailors a sense of pride... those living the dream will identify with the brand name Grotty Yachty as we have cotton clothing that’s inexpensive, easy to wear and matches the wearer to their passion - much like the surfer wears the iconic brands Billabong and Rip Curl.”

“At Grotty Yachty we know it is less about the Grot and more about the Yacht, which is why it was so important that our range was an affordable yet durable option for cruising sailors” said Naomi Clark. “Yachty’s want to be able to wash and wear, they like all consumers want quality, and our garments are made with this in mind”.

Sandy and Kelvin are based in the Whitsundays – the hub of Australia’s sailing and cruising activity – and devised the clothing label while living upon their Roberts 44 in Townsville. They sailed up and down the Australian coast for 10 years and built strong ties with the sailing community before dropping anchor permanently in Airlie Beach to develop the innovative range.

Grotty Yachty has elected to have all the design and printing work completed by Australian businesses. They are keeping the operation as local to North Queensland as possible by using a screen printer in Airlie Beach for the t-shirts and a local embroiderer will create the polo range for the ‘After 5’ look.

“We could have done things more cost-effectively by taking production overseas, but we really wanted a quality product and to have other Australians and North Queenslanders benefit from this exciting venture,” Sandy says.

The full Grotty Yachty collection is available from [www.grottyyachty.com.au](http://www.grottyyachty.com.au) with no shirt over \$40.

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