



AMAG LOGO SIGNIFIES QUALITY AND RELIABILITY FOR SWIMWEAR DESIGNER

Australian made swimwear is now being sported around the world thanks to the development of an e-store by industry stalwart Sue Rice. Rice has been designing and manufacturing stylish swimwear collections for women of all sizes in Australia for almost thirty years. Her target market is women aged between 25-54.

Starting her business in the spare room of her home back in 1982, Rice has over the years supplied David Jones and Myer as well as run more than 10 self-named stores. The Sydney-based designer now uses the AMAG logo on her website and shoppers will soon see the iconic green and gold symbol on her labels.

“Very few swimwear manufacturers make in Australia and being one of a dying breed, I thought it was important for people to know that it costs a bit more to have quality and reliability. Also we are supporting Australians,” Rice says.

Rice started her website in 2004, creating the Size Calculator to “take the guesswork” out of buying a swimsuit online. Most recently she received orders from as far away as Kurgyzstan, Russia, even Iceland.

“In the 1990s I started a made to measure service and this is where I learned about women’s figure issues in detail – bust support, tummy control, bottom coverage and adequate length. The real challenge is to design swimwear that enhances a woman’s best features and downplays the not-so-loved bits. I stopped the made to measure service in 1998 but used the data to create the size calculator.”



Rice’s detailed website, which catalogues numerous collections, provides information on sizing and care instructions, special offers and more, is also backed by a retail outlet in Sydney where the design and sampling processes take place. It’s a competitive industry but Rice says her experience is second to none.

“Every day a model or actress comes out with a new swimwear collection and they are always skimpy bikinis. Even when they say they are for larger busts, they aren’t. Our customers testify to that.”

To find out more about Sue Rice Swimwear please visit www.suerice.com.au or call (02) 9660 0488

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.