

Fashion MANUSCRIPT

| AN INSIDER'S VIEW OF THE APPAREL INDUSTRY |



CAPITAL BUSINESS CREDIT, LLC

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UV Protection With Style

Ayana Apparel



Sonja Gfeller

Ayana Apparel is a UV protective apparel brand for women who are fashion-forward and forward-thinking. Geared toward women who are active and enjoy spending time outdoors, Ayana supports a healthy lifestyle while preventing the skin from premature aging; all while offering stylish options to fashion-conscious women. Ayana maintains stylistic integrity by offering a variety of styles and colors, so there is something for every taste.

This summer, Ayana Apparel will offer women an easy addition to their skincare arsenal—a fashionable, certified UV-protective clothing line with protection that lasts. Available online at www.ayanaapparel.com and at select retailers, the Ayana collection features stylish designs for the active, sophisticated woman.

Women are becoming increasingly aware of the need to protect themselves from premature aging and long-term skin damage resulting from extensive sun exposure. They slather on sunscreen with re-applications or stay in the shade, often at the cost of enjoying their favorite warm-weather activities. With Ayana's UV protection, women can spend a little extra time relishing the fresh air and the summer warmth in the skin care they can wear.

Ayana Apparel was carefully designed to maintain and maximize a woman's beauty, individuality, health, and personal flair. In complementary colors and styles, the apparel can be mixed, matched, or worn alone for easy and carefree protection from the sun's damaging



rays. Unlike other UV-protective attire designed primarily for outdoor exercise and devoid of fashion, Ayana's trendy cuts and designs make it the perfect brand for any health-conscious female; with new lines being released several times each year, Ayana will keep women safe from the sun while helping them stay trendy year-round.

Owner Sonja Gfeller became particularly aware of the need for a collection like Ayana after falling in love with the weather in southern California. "My husband and I spend a great deal of time outside, whether we are walking on the beach or barbecuing with friends. Stopping repetitively to reapply sunscreen was always somewhat of a bother, but the UV-protective clothing on the market really wasn't fashion friendly," she said. "I created Ayana so that women have somewhere to turn for protective clothing that is fun and stylish."

"UV-protective clothing
on the market really
wasn't fashion friendly."

The collection includes casual pieces perfect for a stroll on the beach or walking the dog around the neighborhood. More professional pieces are perfect for women who are attending an outdoor power lunch or are spending the afternoon with the in-laws. Whether working or playing, Ayana

provides its wearers protection, peace of mind, and style.

"My goal has always been to create a line of apparel that would appeal to many different women because of the clothing's ability to keep women stylish but still individual," says Gfeller.

For more information, visit www.ayanaapparel.com.