

# SURVIVING AUSTRALIA, FASHIONABLY

*"Australia is surely the  
deadliest place on Earth"*

- THE SUN, NEWS UK

*"Pretty much every creature in  
Australia wants to murder you"*

- MATT GRAY, CERTIFIED AUSSIE CD

Australia... Aussie... Oi...

Let's not have these poor tourists fear for their lives when they come visit our glorious country. Or for that to be the reason not to even travel here.

We want to give them a peace of mind.

With potential danger lurking around every corner, there's nothing more reassuring than having your clothes that are always on your body (we hope!) do the fighting for you, should you encounter any deadly creatures in the wild.

**Functional, high-fashion pieces made specially for people to survive Australia's deadliest, without getting the fashion police involved.**

We'll partner Junya Watanabe of Commes De Garçons to create the latest new fashion line that will debut at Paris Fashion week. By launching a line-up of wacky, abstract, high-fashion pieces, we plan on taking the fashion world by storm and revealing that these were done in collaboration with Tourism Australia to create pieces specially designed to survive a trip to Australia, fashionably of course. These fashion statement pieces will help prevent any potential dangers/threats faced uniquely in Australia.



Every piece in the line-up is specific to a unique threat posed by creatures in Australia, proving them to be fashionable yet extremely useful. They will be available for purchase globally through traditional retail channels. People will also get to buy them via in-flight catalogues to Australia, with air hostesses educating & modelling these fashion pieces, catwalking down in-flight aisles turned fashion runways. All to drive more interest, hype and reassurance when travelling to the now not-so-deadly land of Australia.

**Giant stylish hat** three times the size of your head, with sunnies attached to protect your eyes and save you from random vicious **Magpie swooping**.



**Fully covered yet sexy looking swimsuit** that's impenetrable to **Box Jellyfish's tentacles/sting** so no venom shall enter your body.



**Bite-proof boots** that will turn **snakes** off from biting you, and even if they do - they'll just lose a tooth. No damage done.



Lab-tested **crocodile repellent perfume** to ensure the crocs follow safe distancing measures.

