



Swimwear makes a great children's Christmas present, especially if it is from
Beach Dragons!

Press release

Stockholm, 3 September 2014 for immediate release

Beach Dragons, the Swedish children's UV-protection swim- and beachwear brand, has fabulous options for Christmas presents this year. As usual, the line has UPF 50+ UV-protection and is perfect for parents who want to keep their children safe abroad in the sun this winter but is also perfect for swimming in when the weather is awful outside!

Owner Jessica Dahlberg explains:

"Swimwear is a great gift for Christmas as it tends to get used throughout the year and certainly longer than many modern toys do! **Beachdragons** caters for conscientious parents who embrace diverse fashion, who want to create an individual, relaxed beach look for their children and protect them from the sun's harmful rays."

Beach Dragons pieces are made entirely in our own, unique designs and the collection includes purple turtles swimming alongside pink anchors, starfish and jellyfish floating with anchors and the occasional shark in a range of blues, greys and reds. Pretty hearts and butterflies are perfect for those little ones who are big fans of **pink**. Shorts go with long-sleeved tops and swimming costumes sit alongside long-sleeved onesies, perfect for swimming lessons and for jumping into the sea in.

All fabrics used in the collection are tested according to the strict Australian Standard AS/NZS4399:1996 and come with UPF 50+ protection, meaning 98% of the sun's harmful UVA and UVB radiation is blocked out. For families lucky enough to get out into the strong sun closer to the equator, it is even more important to protect their children.

Beach Dragons swimwear is available from stockists across Europe and online at www.beachdragons.com

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Please contact us at info@beachdragons.com +46 70 949 0110 or zen@writeindanderyd.com +46 70 924 7260 for further information. Hi-res images are available under PRESS at www.beachdragons.com **Username:** press **Password:** beachdragons

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Notes: Beach Dragons was founded in January 2012 by Jessica Dahlberg, a mother of three who decided to start her own company after spotting a gap in the childrenswear marketplace – stylish beachwear with UV-protection. Prices range from EUR26-EUR53.

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