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Sywawa revamps the traditional straw beach parasol.

Sywawa is expanding its collection of designer parasols for 2017 with the colourful Tahiti. Designer Mark Gabbertas "The Tahiti parasol is a contemporary reinterpretation of the traditional straw beach parasol that is strikingly reminiscent of distant and exotic beaches".

Iconic and contemporary Mark Gabbertas likes to see how far he can go in re-inventing an existing and well-known iconic object by experimenting with materials, shapes and colours. With the Tahiti parasol, he is making a completely contemporary statement based on an age-old model.

Design philosophy In accordance with the Sywawa design philosophy, he seeks out astonishment and admiration by introducing beauty in the traditional world of the classic parasol. Gabbertas conjures up glorious colours in a previously monochrome environment.

About Mark Gabbertas Mark Gabbertas lives and works in London and is a leading designer of outdoor furniture. He is an established designer of the renowned Gloster. Gabbertas has previously worked in the world of advertising and trained as a cabinet maker. He considers his lack of formal design training as an asset and today, he is very much in demand as a designer in England.

Character and balance His designs exude character in their simplicity. This 'simplicity' conceals the complex engineering and production techniques behind them. Each design reflects his demanding personality and vision. Exploring the visual and functional potential of each design in great detail, he fine-tunes his ideas until he has struck the right balance between timeless and new.

About Sywawa The parasol brand Sywawa is the frivolous sister of the robust Symo Parasols. Sywawa is different, which is evident from the slogan "Sunbelievable Design Parasols". If you want to stand out and if you have the confidence to carry it off, if you love design and want to surprise your guests on the patio, then opt for a Sywawa parasol. Sywawa stands for goose bumps, quirkiness and sensuality. Thanks to a Sywawa, life on the patio gets a playful touch.

More about Mark Gabbertas: www.gabbertas.com

More about this press release: contact Pierre Christiaens, CEO, on +32 50 459 170 or pierre@symoparasols.com

Photos of the Tahiti parasol: <http://www.symoparasols.com/pers/>
(user symopress – password sywawapress)

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