



# Sirensong<sup>®</sup>

WETSUITS

October 2016 | OAHU – HALEIWA, HAWAII

WHILE STAYING ON OAHU, I HAD THE CHANCE TO VISIT THE FOUNDER OF SIRENSONG WETSUITS, JAMIE. SHE DESIGNS WETSUITS FOR WOMEN IN THE GREATEST COLORS AND INDIVIDUAL COMBINATIONS, YOU CAN IMAGINE. HER DESIGN IS UNIQUE AND STRIKES THE WISHES OF SO MANY SURFER GIRLS AROUND THE WORLD, WHO ARE SEEKING FOR A WETSUIT THAT IS NOT AS BLACK AS ALL THE OTHERS.



**IN THE HEART OF NORTH SHORE**, one of the most popular areas of surfing, Jamie Defay Collins is living her dream. Born at the mainland in California, she came to Hawaii in 2009, where she is designing her beautiful women springsuits today. The colors and patterns are bright, happy and individual as the Hawaiian culture itself. Together with her husband, she lives in Haleiwa – a life like a dream, she enjoys it every single day.

**WHEN JAMIE PICKS ME UP** in the front of her house near the great beach of North Shore, she wears a pink bikini-top, jeans hot pants and a winning smile – thats how I expected a warm welcome in the Aloha-State! Her long blonde hair, partly out of dreadlocks, are put together to loose pigtail, laying on her shoulders. Furthermore, her two lovely dogs come around to say hello.

**SHE WORKS RIGHT WHERE SHE IS LIVING.** The garage is full of colors and packed up with prototypes

of older wetsuits, flyers and her sewing-stuff. It looks like a wild and creative chaos – but this is where her great artworks start to grow – in the middle of the lovely North Shore, Hawaii. She tells me, how it all began and what it is all about – and how her work got popular with some postings on Instagram.

**A FEW YEARS BEFORE** she started her business, when she was sick of black wetsuits that do not really fit, look boring and usual. She wished for something individual and comfortable on her skin. It should be a neoprene that shows happiness, the passion of surfing and the Hawaiian lifestyle. To be on the water is more than doing a sport – it means being in love with it! In love with the nature, the sport and the life itself. Starting in 2014, she did those wetsuits just for herself, but soon some friends got interested in the new design and so she began to tailor some for her girls, too. The postings on Instagram progressed it further, until the world noticed, that a new wetsuit age is established – **Sirensong Wetsuit** was born.





WHEN JAMIE HAS A NEW IDEA on design and shape, she first of all creates it in Photoshop: trying new patterns, colors and details. Some girls order unique wetsuits, so Jamie paints them by hand according customer wishes. The neoprene, she uses, is produced in Japan – it is the best neoprene you can get. Yamamoto Corp have developed a more environmentally-friendly, limestone-based alternative to the traditional neoprene. It is warmer, stretchier, more buoyant and more durable.

So Jamies wetsuits promise high-quality and embody the true spirit of the brand **Sirensong Wetsuits**.

THE COMMON DESIGNS will be more colorful and brave than the ones you found the years before. Including flowers, dreamcatchers, little leaves or mermaid applications – you can order springsuits in either a full coverage „Booty Shorts“ bottom, or the cheeky „Hawaiian-cut“. Contrasting fabrics and flirty ties round out these uniquely beautiful, feminine, vibrant wetsuits.

FOR THE FUTURE Jamie decides to design surf-leggings, lycras and fullsuits, too. I am sure they will be as great as her current works – and that the decision, what to buy, won't get easier! Her neoprenes are more than a colorful artwork – you will feel more comfortable, free and well prepared to ride your waves, dive with the turtles or swim with the fishes. They are soft, stretchy and fit perfect, there is nothing more left to need out in the ocean ...

PHOTO:  
i. a. **Sirensong Wetsuits**

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