

Surfing on a wave of success

Local designer in publicity deluge

Public and commercial interest is snowballing for local designer and Spruson&Ferguson client, Aheda Zanetti.

In 2003, after making clothes for over 25 years, Aheda recognised significant problems with the modesty dress requirements for Muslim women. She felt traditional garments were preventing Muslim women from participating in many activities, notably sport. Over the following twelve months she spent many hours developing her designs, culminating in forming her own company, Ahiida Pty Ltd, and obtaining her own design registration in June 2004

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for what she has branded the BURQINI™ swimsuit. Intended to replace the traditional Burka worn by Muslim women, her design is fitted, unitary and manufactured of modern materials permitting use in sporting activities. Aheda's design efforts did not cease and in November 2004, with the assistance of Spruson&Ferguson, she filed further design applications and has since filed various trade mark applications.

Not one to miss a marketing opportunity, Aheda's products have been pivotal as members of the Islamic community joined surf lifesaving in the wake of the Cronulla riots of December 2005. Over the past year, the publicity obtained from these endeavours has assisted the surf lifesaving community, local Muslims and Ahiida Pty Ltd. Pictured (lower right) is Mecca Laalaa who recently obtained her Bronze Medallion life saving qualification at North Cronulla beach wearing a BURQINI™ swimsuit.

Like many new businesses, Aheda is dealing with all the pressing day-to-day issues of manufacture, finance and growth to support an ever increasing demand. Her intellectual property portfolio continues to expand with a number of foreign applications for design registration and trade mark registration.

