

Starblu



Caption: Starblu with BA ambassadors at the British Airways Business Opportunities Winners' reception at the Address, Downtown Dubai

Background:

Since launching from a Hong Kong coffee shop in 2008, luxury resort wear specialists, Starblu have come a long way. With beachwear boutiques now open on Dubai's Palm Island, Phuket's Turtle Village and in various resort hotels across the Middle East and Asia, the company is looking to establish its presence in the Maldives, Mauritius and the Seychelles.

How will Starblu benefit from being awarded a British Airways Business Opportunities Grant?

"We are wild with excitement and completely delighted that British Airways has chosen StarBlu as a winner of the British Airways Business Opportunities Grants scheme – with 10 free flights to any destination BA flies to in the world to be taken within the twelve months – watch out people, we are on our way.

We always knew BA was a perfect fit for our brand: they fly to many of the fabulous holiday islands we either sell to or wish to sell to, so it wasn't very hard to work out what we would do with the prize! From a business standpoint, we have always striven to give the best service possible to our clients and distributors, but the opportunity to meet people face-to-face is just immeasurably beneficial. Already we have put some of the flights to good use. Recently we went to Hong Kong to visit the factories who manufacture our lovely products, met the factory owners and their employees. We've travelled to the markets in China to find inspiration for our



spring/summer 2011 collection, as well as meet our manager in Hong Kong and many clients, some of whom we had never met before. We have plans to visit the Carribean (no, honestly, it is for work!!!!?), Barbados (really!) the Maldives and many more interesting places besides.”

Anne Edmondson, Managing Director of Starblu