

ISSUE # 2

Bestway

SUMMER

FASHIONABLE FLOATS COLLECTION

2 0 2 0

**THE
POOL
PARTIES
ISSUE**

It's a

**CHIC
MEXICAN
FIESTA**

**EAT
SLEEP
TOGA
REPEAT**

Discover the most
luxurious dress code of
next Summer's parties

**LA
HORA
FELIZ!**

**FOLLOW THE CALL OF THE
POOL DISCO BALL!**

“Even a Zebra
wants some colors
once in a
while.”

Anthony T.Hincks

WELCOME BACK

The Fashion Trip Goes On!

A colourful journey is what you need. At Bestway there is a place where trendy ideas come to life. Follow the Fashion Adventure and discover new irresistible animal riders, exotic fruits, glittering hearts and bright stars: after all your clothes are nothing without the new Bestway Floats! From Mexico to California to Ancient Rome, let your imagination run wild and transport yourself to the exotic locations of the world whilst you ride your very own Zebra. Fashion is our obsession, *inflating dreams is our mission.*



Bestway

LET YOURSELF BE CARRIED AWAY BY THE UNUSUAL COSMOPOLITAN ATMOSPHERE OF THE SOUTH OF ITALY.

Whether you're throwing a Toga Party or a

Mexican Fiesta during your Summer Holidays,

you want your guests to have a good time. From

dazzling sparkles to vibrant colours, find a float

that matches your personality. Let yourself be

carried away by the cosmopolitan atmosphere of

an unrecognizable South of Italy. Take a cue from

the locals and let our products be with you on a

journey dedicated to "La Dolce Vita"!



0.
Preface

3.
It's a Chic, Mexican, Fiesta

7.
No Time to Siesta, it's Time to Fiesta!

13.
MMXX - The Imperial Pool

21.
Daydream Feast

37.
Follow the Call of the Pool Disco Ball

45.
Hora Feliz - One More Time!

53.
Let your spirit FREE...da!

57.
A scent of Citrus in the air

59.
It's Tasty, it's Glam, it's Pop!

61.
Credits



IT'S A **CHIC** MEXICAN FIESTA

There's little that says "Fiesta!" louder than a party to herald Spring Break. And as spring approaches, so do Spring Breakers who just like to have a party to celebrate. Forget your problems, and strike a pose with us: Llamas and Alpacas are waiting for you!





No time
to Siesta

7 | 8

FIESTA

IT'S TIME TO SUM

Dust off your sombreros and let's party like there's no mañana! Want to make sure your siesta is extra-spicy? Make it a fiesta to remember with the addition of giant tacos and popular exotic fruits. It's sure to be a bueno time!



We're stocking up on
tequila and lime and now

IT'S FINALLY MARGARITA TIME!

Trust us, you don't just need cool piñatas and cactuses for your Cinco de Mayo, but also some fruity fresh inflatable drinks. Choose your flavour and mix up your cocktail!





Choose
your flavour
and mix up
your cocktail!

MMI IMPERIAL POOL 2020 XX



Hosting a Toga Pool Party is not all about deciding between Goddess, emperor, centurion, or gladiator. Add a touch of ancient Rome to your next pool party and invite a ton of friends and go toga!



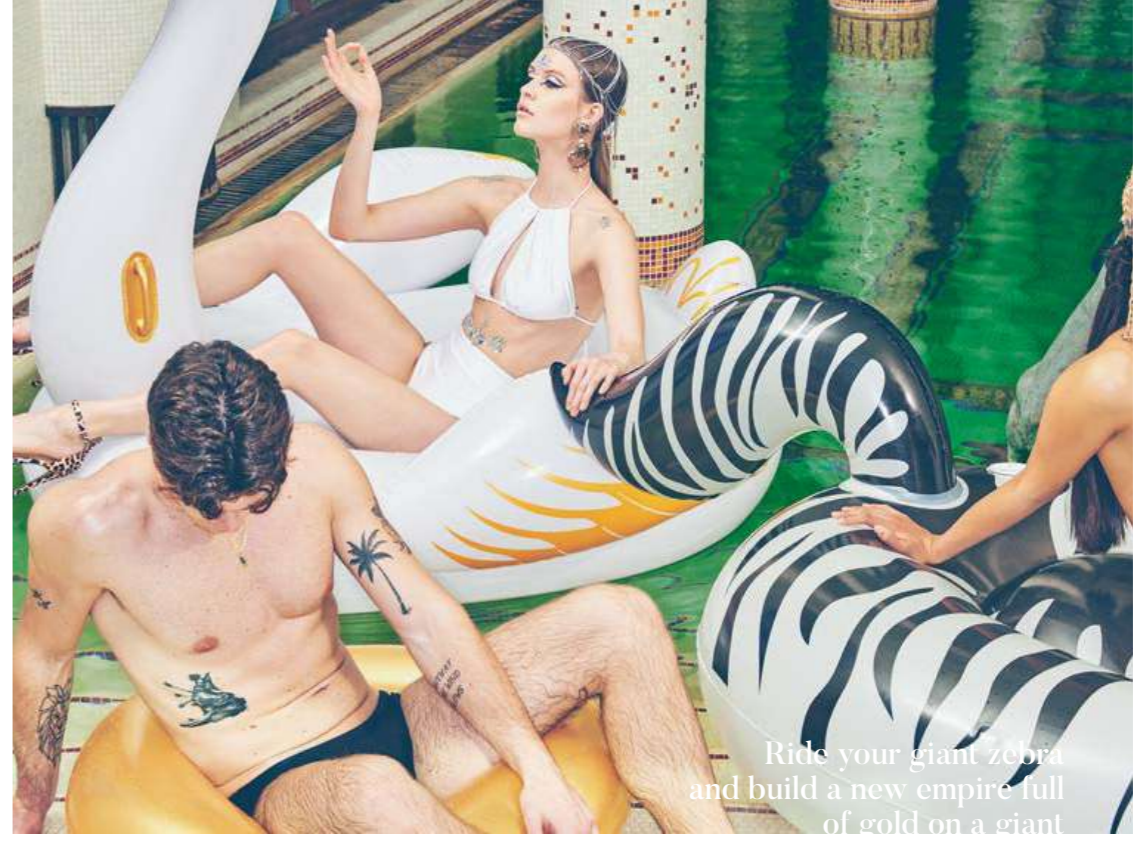
Men can embrace Ancient Rome style wearing a luxurious drape wrapped around their body covering one side of their shoulder, with an antique style belt over it. Women can wear the same kind of toga with laced-up sandals and jewelry.



**EAT,
SLEEP,
TOGA,
REPEAT.**



Dress up in a vestal virgin costume, command your empire on a golden mat and become a Roman Empress.



Ride your giant zebra and build a new empire full of gold on a giant float and ride-on. Who will be the next winning gladiator?

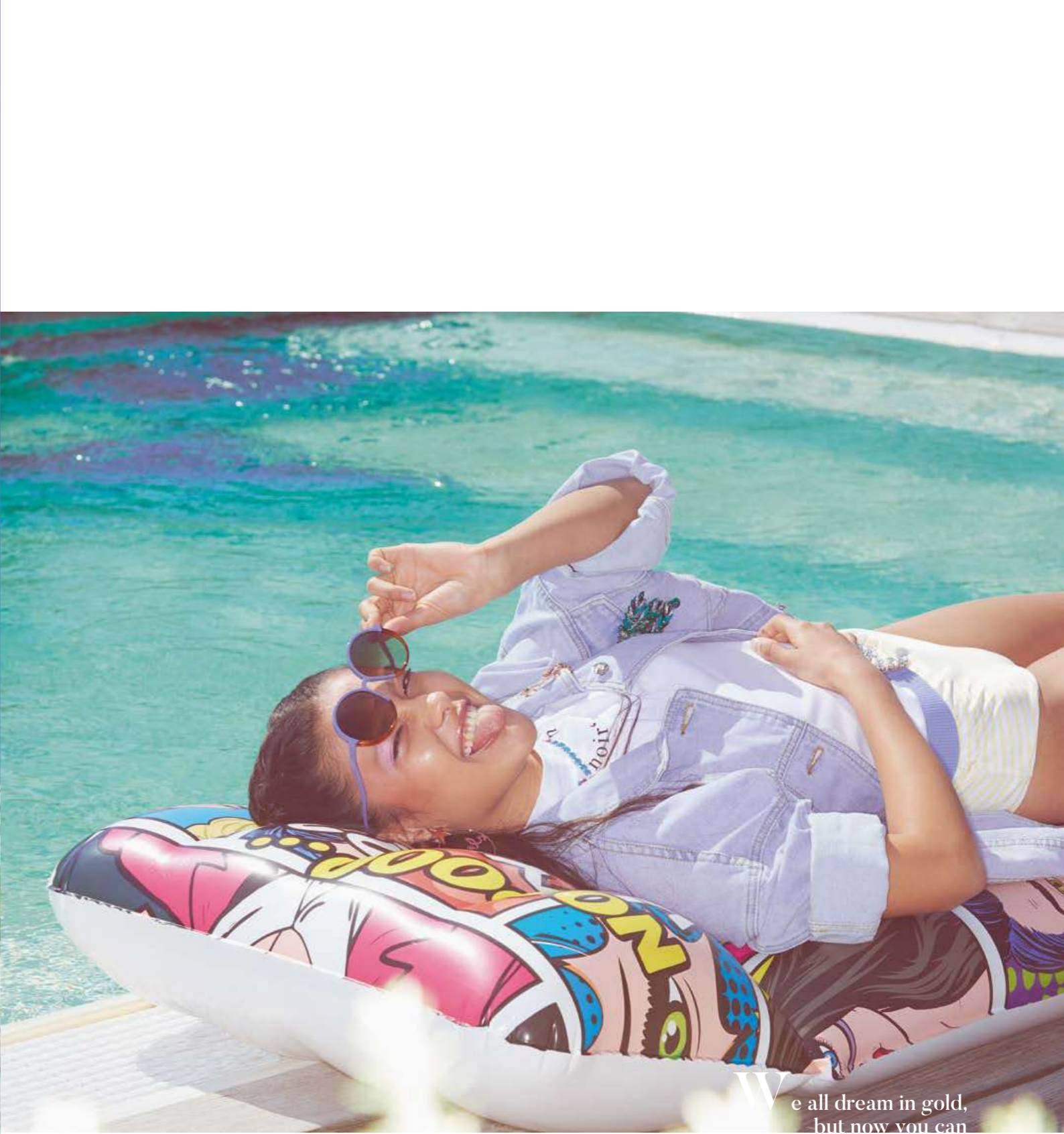


Daydream

BLAST

Building
castles
in the air





We all dream in gold,
but now you can
make your imagination a
reality with our colourful
feast of inflatables!





Daydream
BLAST

There are no limits to what you can dream, bring your fantastic mats and jump in the pool and discover a whole new level of inflatable fun.





Self-belief, grit and determination are indeed needed to face your true cartoon soul! How do you become the main character of your story?

Choose a pastel outfit, jump on your giant inflatable island and chill out on your own comic strip!

Unleash your

INNER
DIVA

Beach is our
wonderland:
tan, dance, smile
and reinvent
your soul!

Building
CASTLES
in the
air



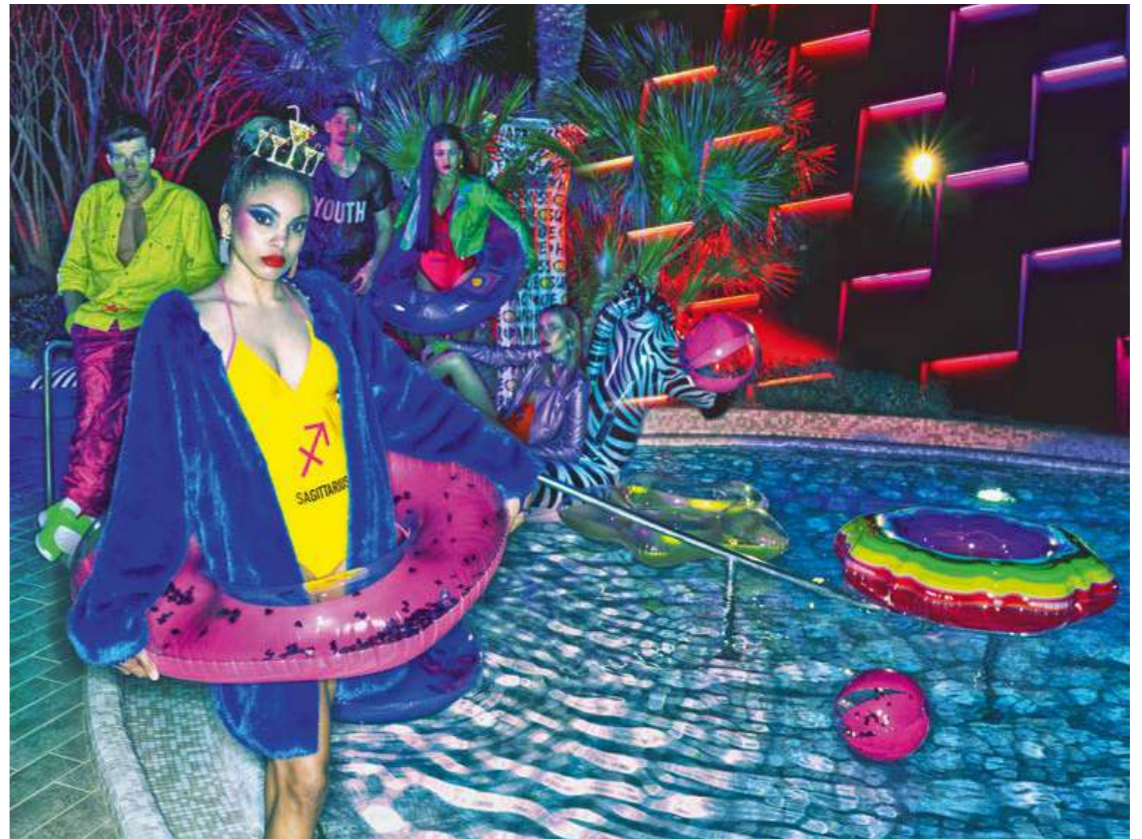
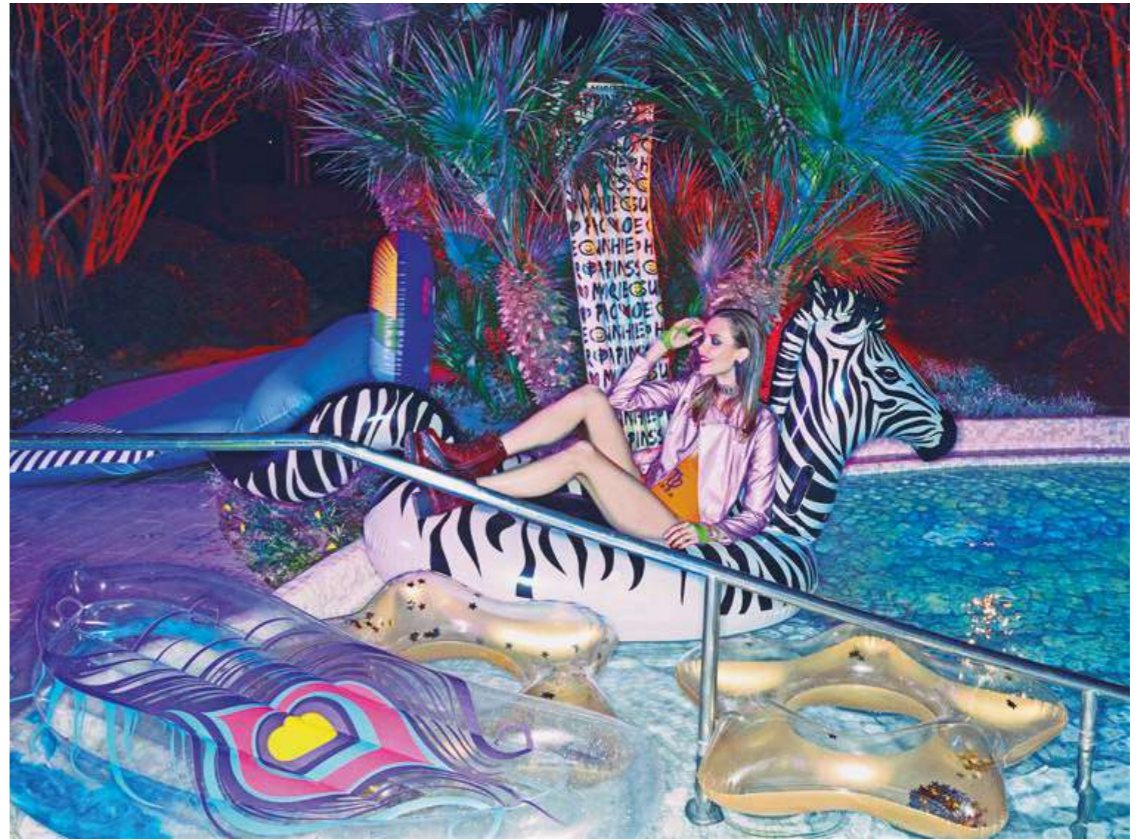
Every party needs
a special guest,
that's why we chose
a rainbow unicorn!

Follow the call of the

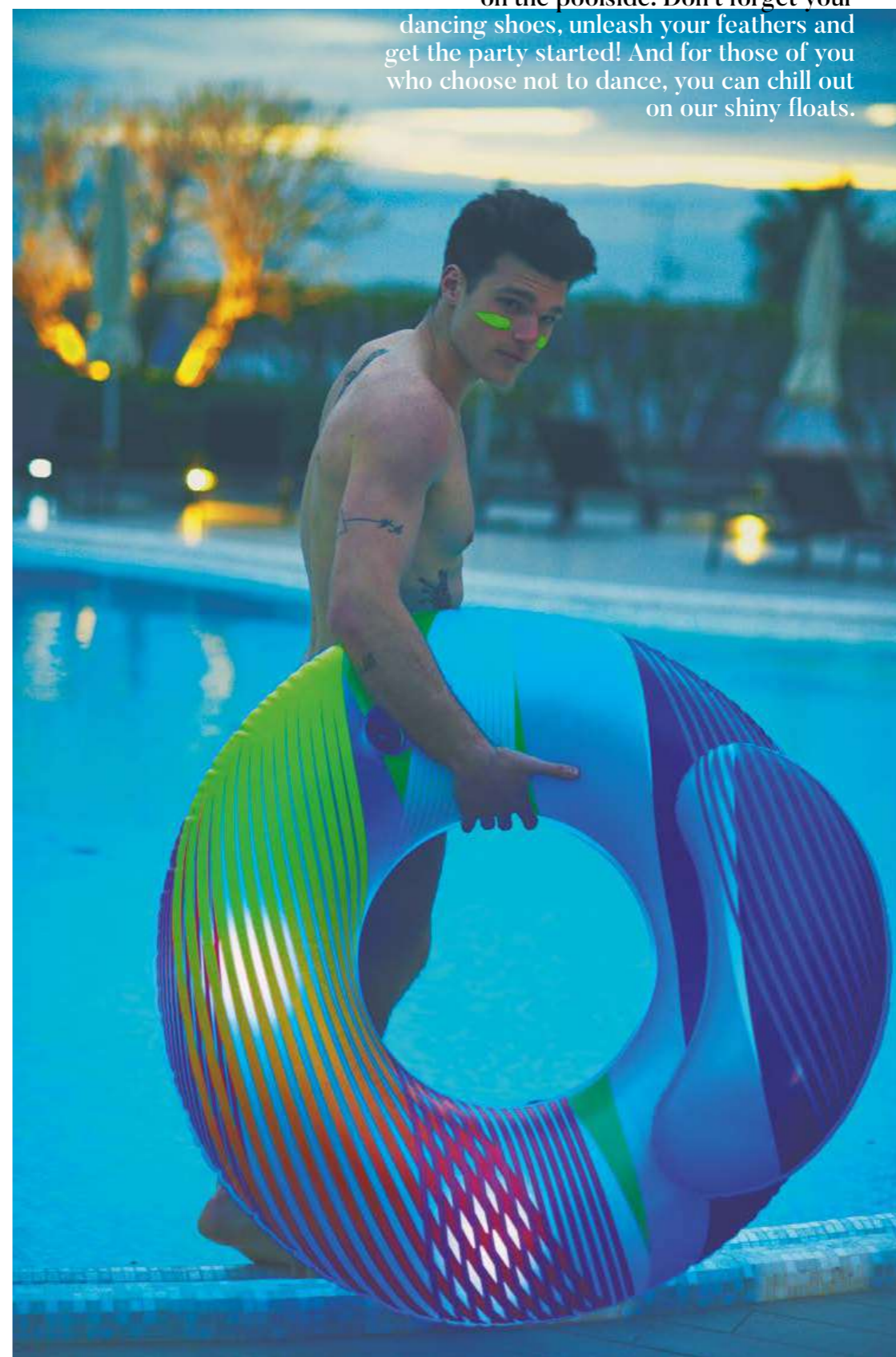
POOL DISCO BALL

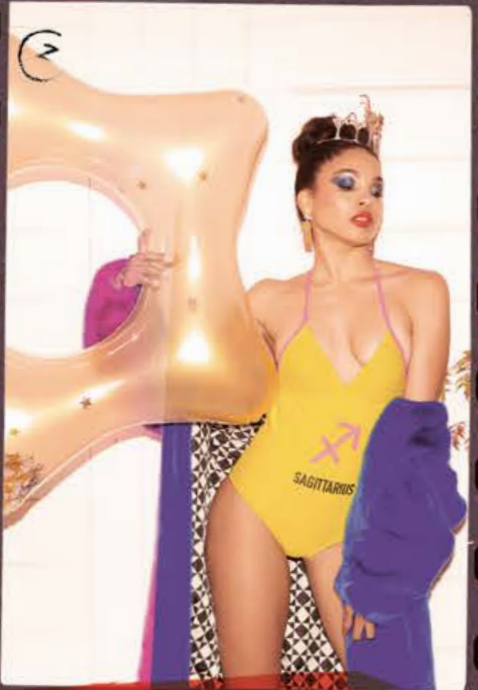
NOW SHOWING:
Glitter, Feathers & Neon Lights!





Join us for an exciting glittered Disco Ball on the poolside. Don't forget your dancing shoes, unleash your feathers and get the party started! And for those of you who choose not to dance, you can chill out on our shiny floats.





Let's party till dawn,
make the most of it now
and live your life with
a smile on your face.
Shut up and dance!

La
HORA
FELIZ
ONE MORE
TIME





IT'S MARGARITA TIME... AGAIN!



- | Ingredients | Method |
|-----------------------|--|
| 35ML REPOSADO TEQUILA | 1 POUR THE TEQUILA, COINTREAU AND LIME JUICE INTO A COCKTAIL SHAKER. |
| 20ML COINTREAU | 2 ADD A HANDFUL OF ICE CUBES AND SHAKE VIGOROUSLY FOR 10-15 SECONDS. |
| 35ML FRESH LIME JUICE | 3 STRAIN INTO A MARTINI GLASS WITH HALF THE RIM DAMPED WITH WATER, THEN DIP IN SALT. |
| HANDFUL ICE CUBES | 4 ADD A LIME WEDGE ON THE RIM BY WAY OF GARNISH. |
| LIME WEDGE TO GARNISH | |



Even on holiday,
Party people need some
break from drinking:
Run, run and

REGRET NOTHING!

(OK, another party is about to begin)



Run, run,
run, run!



LET YOUR
SPIRIT
FREE...da!

As Día de los Muertos approaches, get inspired by the colourful celebration of Mexican heritage dedicated to the dearly departed. An exotic and tropical touch is never out of fashion when it's about summer, especially if it matches with the bright, festive colours of Mexico. And if there was ever a girl to inspire you then look no further than Frida Kahlo!

Frida was one of the most celebrated artists and her work and life continue to captivate the world. She is still remembered as a Mexican painter that loved fashion.



A woman that saw life in pain; and an artist who captured her flaws on canvas. She will remain forever flawless.

A S C E N T O F C I T R U S I N T H E A I R



A dip in the "Sicilian" atmosphere is what it takes to end our special Summer Fashion Tour. It's tasty, it's glam, it's pop!

2020



It's
GLAM!

It's
POP!

Please scan here to watch the new 2020 video



Look at the full collection of our Fashionable Floats on the special leaflet attached.

CHECK IT OUT!

Bestway

It's
TASTY!

CREW

CREATIVE DIRECTOR

Daniele Agosto

PHOTOGRAPHY

Carlo William Rossi + Fabio Mureddu

VIDEO DIRECTOR

Thom Rever

ART DIRECTION ON SET

Carlo William Rossi

Fabio Mureddu

Daniele Agosto

STYLIST COORDINATOR

Marina Cappellini

SET ASSISTANTS

Giuseppe Palumbo + Armando Turco

CAMERA OPERATOR

Costantino Nanino

MAKE UP ARTIST / HAIR STYLE

Naomi Liccardo

MODELS

Alessa Fisher

Elisa Cacciaglia

Yenifer Caravajal

Luigi Izzo

Gianmarco Capasso

CREATIVE COPYWRITER

Armando Mercusi

LAYOUT ART DIRECTION

Dario Di Cesare

MANAGING EDITOR

Ben Stanbury

Thanks to all the brands who made this project possible

FASHION BRANDS

Noir r Bleu

Lisa C Bijoux

Silvian Heach

SH by Silvian Heach

John Richmond

Alcoolique Milano

Barsa Design

Duecci Gloves

Actualee

Helis Brain

Fujetene

Ada Sorrentino Couture

SPECIAL THANKS TO ALL
THE **BESTWAY® TEAMS** WORLDWIDE
WHO SUPPORTED THIS SPECIAL PROJECT

**WWW.
bestwaycorp
.COM**

This publication uses creative liberties with certain products. Refer to the worldwide Summer 2020 catalog for official product details.

*For the photoshooting showed from page 53 to 58, we want to warmly thank:
Vito Di Tommaso of Locanda delle Carrozze, Caserta
Antonio Fidato, hair stylist
Silvana Salvati, make-up artist
Luana, Felicia and Luigi, models*



SHANGHAI

Bestway Inflatables & Material Corp.
No.3065 Cao An Road,
Shanghai, 201812, China
Tel: 86 21 6913 5588
E-mail: info@bestwaycorp.com

HONG KONG

Bestway (Hong Kong) International Ltd.
Suite 713, 7/Floor, East Wing, Tsim Sha Tsui Centre,
66 Mody Road, Kowloon, Hong Kong
Tel: 852 2997 7169
E-mail: info@bestwaycorp.hk

U.S.A.

Bestway (USA) Inc.
3411 E. Harbour Drive, Phoenix, Arizona
85034, United States of America
Tel: 1 480 838 3888
E-mail: info@bestwaycorp.us

EUROPE

Bestway (Europe) S.r.l.
Via Resistenza, 5
20098 San Giuliano M.se (MI), Italy
Tel: 39 02 9884 891
E-mail: info@bestwaycorp.eu

EASTERN EUROPE

Bestway Eastern Europe Sp. z o.o.
Ulica Stanisława Moniuszki n. 1A,
00-014 Warszawa Poland
Tel: 48 22 60 22 508
E-mail: info@bestwaycorp.pl

LATIN AMERICA

Bestway Central & South America Ltda
Salar Ascotan 1282, Parque Enea,
Pudahuel, Santiago, Chile
Tel: 562 3203 6436
E-mail: info@bestwaycorp.lat

BRAZIL

Bestway Brazil
Rua São João, 1648 Maringá - PR - Brazil
Zip Code: 87030-201
Tel: 55 44 3046 2950 / 0800 001 8400
E-mail: info@bestwaycorp.com.br

AUSTRALIA

Bestway Australia Pty Limited
Unit 2/98-104 Carnarvon St
Silverwater, NSW 2128, Australia
Tel: 61 2 9037 1388
E-mail: info@bestwaycorp.com.au

FRANCE

Bestway France Sarl
1681, Route des Dolines Les Taissounières - HB1
06560 VALBONNE
Tel: 33 4 97 04 92 99
E-mail: info@bestwaycorp.fr

GERMANY

Bestway Deutschland GmbH
Parkstraße 11
24534 Neumünster, Germany
Tel: 49 4321 555 05 - 0
E-mail: info@bestwaycorp.de

www.
bestwaycorp
.com



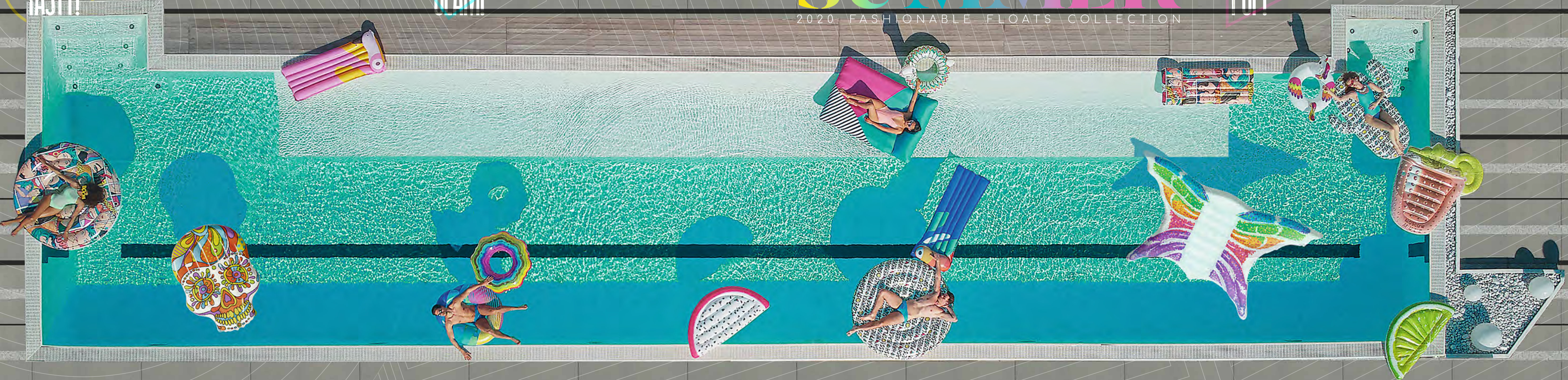
Bestway

It's **TASTY!**

It's **GLAM!**

RANGE TABLE **Bestway**
SUMMER
2020 FASHIONABLE FLOATS COLLECTION

It's **POP!**

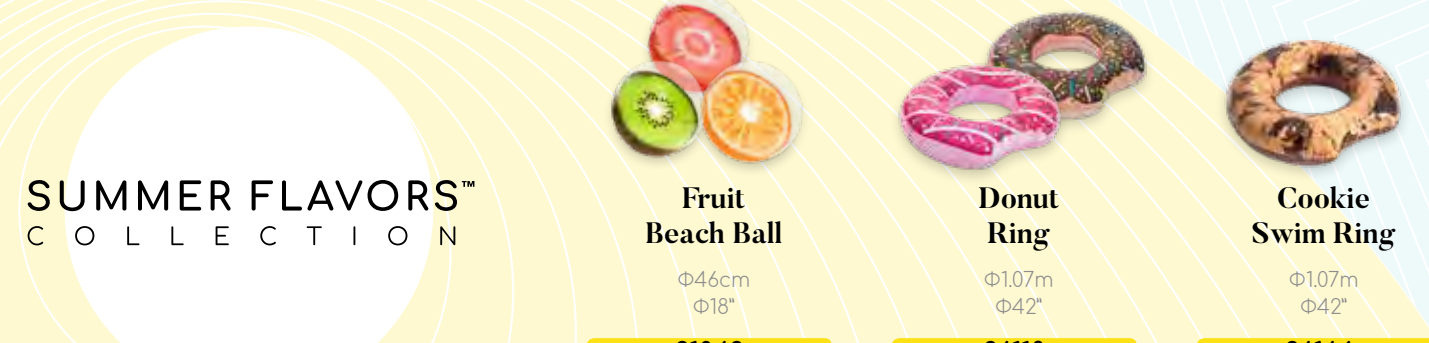


www.bestwaycorp.com



**DISCOVER
OUR FULL
COLLECTION**

SUMMER FLAVORS™
COLLECTION



Fruit Beach Ball
Φ46cm
Φ18"
31042

Donut Ring
Φ107m
Φ42"
36118

Cookie Swim Ring
Φ107m
Φ42"
36164



Rainbow Ribbon Tube
Φ115m
Φ45"
36163

Summer Fruit Pool Ring
1.16m x 88cm
45.5" x 34.5"
36121

Summer Fruit Pool Ring
Φ119m
Φ47"
36121

Candy Delight Lounge
1.18m x 1.17m
46.5" x 46"
43186

Dragon Fruit Float
1.71m x 89cm
67" x 35"
43247



Tropical Lime Pool Float
1.71m x 89cm
67" x 35"
43246

Taco Pool Lounge
1.71m x 89cm
68.5" x 38"
43251

Moscow Mule Float
1.73m x 1.60m
68.5" x 38"
43249

Pineapple Lounge
1.74m x 96cm
67" x 35"
43310

Watermelon Lounge
1.74m x 89cm
68.5" x 35"
43159



Dreamside Popsicle Lounge
1.85m x 89cm
61" x 35"
43161

Ice-Cream Mat
1.88m x 1.30m
62" x 51"
43183

Burger Pool Lounge
Φ1.58m
Φ62"
43250

Watermelon Island
Φ1.88m
Φ62"
43140

Pizza Party Lounge
1.88m x 1.30m
62" x 51"
44038



Tropical Beverage Lounge
1.90m x 99cm
63" x 39"
44037

Candy Lounge
1.90m x 1.05m
63" x 41.5"
43187

Hot Dog Pool Lounge
1.90m x 1.09m
63" x 43"
43248

Moonshine Lounge
1.90m x 1.14m
63" x 45"
44039

FLOAT'N
FASHION



Flirty Feather Beach Ball
Φ41cm
Φ16"
31051

Glitter Fusion Beach Ball
Φ41cm
Φ16"
31050

Fashion Drink Holders
22.5cm x 22.5cm
8.5" x 8.5"
34104

Floating Tire Drink Holder
26.5cm
10.5"
34119

Flirty Feather Swim Tube
Φ91cm
Φ36"
36153

Rainbow Swim Ring
Φ91cm
Φ36"
36126

Gold Swim Ring
Φ91cm
Φ36"
36127



Glitter Fusion Swim Ring
Φ91cm
Φ36"
36141

Alpaca Swim Ring
1.13m x 91cm
44.5" x 43"
36158

Fantasy Unicorn Swim Ring
1.19m x 91cm
47" x 36"
36159

Luxury Swan
1.69m x 1.09m
66.5" x 66.5"
41120

Luxury Flamingo
1.73m x 1.70m
68" x 67"
41119

Pretty Peacock
1.98m x 1.64m
66" x 64.5"
41101

Peppy Parrot Ride-On
2.03m x 1.32m
68" x 52"
41127

Tippy Toucan Ride-On
2.07m x 1.50m
69" x 59"
41126

Camel Pool Float
2.21m x 1.32m
73" x 52"
41125

Supersized Unicorn Rider
2.24m x 1.64m
74" x 64.5"
41113



Luxury Pegasus
2.31m x 1.50m
77" x 59"
41118

Lights 'N Stripes Zebra Float
2.54m x 1.42m
84" x 56"
41406

Party Turntable Cooler
61cm x 53cm
24" x 21"
43184

Spiky Saguaro Drink Float
94cm x 70cm
37" x 27.5"
43244

Swim Bright LED Swim Ring
1.18m x 1.17m
46.5" x 46"
43252

Summer Quotes Cactus
1.85m x 1.55m
61" x 61"
43260

#SummerStylez Island
Φ1.88m
Φ62"
43139

Summer Quotes Island
Φ1.88m
Φ62"
43263

Comics Pop Art Pool Island
Φ1.88m
Φ62"
43264

Flirty Feather Lounge
1.89m x 79cm
63" x 31"
43241

POP Beach Ball
91cm
36"
31044

POP Swim Tube
Φ1.19m
Φ47"
36125



Summer Love Tattoo Pool Float
1.98m x 1.37m
66" x 54"
43265

Extrava Fabric Float
2.0m x 1.29m
6'7" x 51"
43305

Sandbar Island
2.46m x 2.46m
81" x 81"
43294

Rainbow Butterfly Pool Float
2.94m x 1.93m
9'8" x 64"
43261

Giant Red Truck Party Island
3.81m x 2.62m
12'6" x 87"
43304

Giant Parrot Island
5.00m x 3.27m
16'5" x 109"
43227

POP Ostrich
1.90m x 1.66m
63" x 55.5"
41117

Llama Ride-On
1.93m x 1.51m
64" x 59.5"
41136



Giant Unicorn Island
5.90m x 4.04m
19'4" x 13'3"
43228

Rainbow Pool Mat
1.83m x 69cm
6' x 27"
44041

Gold Swim Mat
1.83m x 69cm
6' x 27"
44044

Summer Quotes Mat
1.83m x 69cm
6' x 27"
44058

Comics Pop Art Pool Mat
1.83m x 71cm
6' x 28"
44059

Tropical Bird Airmat
1.83m x 76cm
6' x 30"
44021

POP Rhino
2.01m x 1.02m
67" x 40"
41116

POP Island
Φ1.88m
Φ62"
43195

Art
COLLECTION



POP Beach Ball
91cm
36"
31044

POP Swim Tube
Φ1.19m
Φ47"
36125



POP Ostrich
1.90m x 1.66m
63" x 55.5"
41117

Llama Ride-On
1.93m x 1.51m
64" x 59.5"
41136



POP Rhino
2.01m x 1.02m
67" x 40"
41116

POP Island
Φ1.88m
Φ62"
43195



POP Ice Cream Cone
1.88m x 95cm
62" x 37.5"
43185

Fiesta Skull Island
1.93m x 1.41m
64" x 55.5"
43194

