



STAND #B6

## MYSTIC @ HUB TRADE SHOW - 10/11 AUGUST - BRISTOL

Dear Retailer,

Hopefully you will have heard of Mystic, as a leading brand in both the Kite and Wind markets. Mystic is also now an emerging but fast growing brand in the Wake market. The Mystic brand incorporates a great range of apparel that complements perfectly the technical collections, with colour themes running through both collections making the buyers job so easy!

Watersports World UK as the Official UK Distributor for Mystic will have a large stand at the HUB trade show this year. The principle intention is to show off the complete Mystic range both technical and apparel in all their glory whilst meeting you the retailer. The stand will be split between the collections, so you can prioritize the time with the collection you are most interested in

Some background on the Mystic brand - Mystic primarily provides Wind and Kite accessories such as the harnesses and boardbags and all the accessories necessary for the sports, as well as premium wetsuits to keep you warm in the water. To compliment the hardware Mystic produced an apparel range, like the hardware the quality is unmatched, the colours are edgy and cool, with some great advances this year in both collections!

To give you an idea of the success of the Mystic brand its important to mention the team of athletes they have riding the brand.

Kite - Ruben Lenten - one of the worlds greatest Kiteboarders, a living icon with his own signature range.

Kite - Yuri Zoon - one of the most edgy and exciting Kiteboarders on the scene, again with his own signature range.

Wind - Boujmaa Guilloul - The most radical and innovative wave windsurfer in the world, with his own signature colour scheme, Jamystic.

Wake - Nick Davies - newly signed Mystic Warrior and recently crowned 2010 World Cable Champion has a full Wake range launched for 2011.

The new 2011 collection once again takes the brand to another level and keeps Mystic firmly at the top of the Kite and Wind markets. The Nick Davies (ND) signature range is being launched for 2011. We expect Mystic to make some big gains in the Wake market this year with support from us as the distributor and more importantly you the retailer.

We would hope to see many of you at HUB this year, it is a great opportunity to see all the 2011 product in one place. To maximise your time with us we would like to prearrange individual appointments therefore please contact Nik, Neil or Scott on 01706 876286 / 07968 606802 for the technical collection or Dave Moore on 07836 623135 for apparel.

Kind Regards  
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