

Prince & Bond x **Short Motivation.**

May 7, 2018

Short Motivation has partnered with men's swimwear brand Prince & Bond to launch a limited-edition range of swim shorts in two exclusive colors.

Sunrise is a bright, fresh and zesty orange designed to get you noticed and feel good in your shorts. Think of that spine-tingling sensation when you wake up early on the first day on your vacation, look out the window to be greeted by wall-to-wall sunshine and the feel-good mood that results. *Sunrise* was created to enhance this feeling you have when you step out to the pool for the first time with a smile on your face. We're envisaging a confident man, who wants to make an impact on his vacation.

Sunset is an everyday short, designed to see you through the latter part of the afternoon and in to the evening. The mid-blue tone sets more of a subdued and comfortable overtone, enabling you to glide through your afternoon, whether this is lying around the pool, taking lunch with the family, an early evening invitation for drinks with friends or even strolling around town before sun down. *Sunset* can transition to formal attire by adding a crisp white linen shirt or grey polo.

After much consideration, Short Motivation chose Prince & Bond as their partner for this project. Chris Wiles, co-owner of Short Motivation, added that *"it was a simple decision. We believe Prince & Bond to be a brand on the up and we share similar principles of ethical manufacturing. Choosing to manufacture in their hometown of New York has enabled direct hands-on access and their attention to detail is second to none. We believe our limited-edition Sunrise and Sunset simply enhance an already stunning Prince & Bond SS18 collection"*.

Sunrise and *Sunset* will be available to order from May 18 in limited numbers, with an MSRP of \$145. *Short Motivation* "Silver" subscribers will be able to obtain a 10% discount shortly after launch.

The Prince & Bond SS18 "Into The Tropics" collection is available immediately and the color palette captures the tranquillity of the sea, with soft hues of blues and greens, as well as the vitality of bold tropical vibrancy of the Caribbean flora.

Short Motivation is a lifestyle brand with the aim at getting people fit, active and ultimately looking good in a pair of shorts. With over 100,000 followers across social media, it is fast becoming the destination for everything a man requires to find, choose and select where to wear their next pair of shorts.

Prince & Bond is a New York based men's brand designing tailored men's swimwear with an edge. Utilising exclusive prints, an ethical approach to manufacturing and an exquisite attention to detail, the new SS18 season is their strongest to date.

For more information, head to the [Short Motivation](#) and [Prince & Bond](#) website.

Further details: press@shortmotivation.com and press@princeandbond.com