



WILDERNESS

Press Release
November 2025



WILDERNESS PARTNERS WITH LOVE BRAND & CO. TO LAUNCH EXCLUSIVE CAPSULE COLLECTION

November 2025 – [Wilderness](#) and luxury beachwear brand [LOVE BRAND & Co.](#) are delighted to announce their collaboration on a limited-edition swim short inspired by the watering hole and its tapestry of African wildlife. Both brands share a commitment to delivering exceptional luxury in a way that respects and protects the natural world – whether through sustainable fashion or thoughtful hospitality.

‘The Watering Hole’ celebrates the abundance of life found around Wilderness’ extraordinary camps and lodges. The exclusive print features zebra, elephant and leopard gathering at a watering hole, and honours these peaceful places of renewal, reflecting the wonder of safari experiences. The print is available in matching father-and-son swim trunks – a stylish keepsake of unforgettable family adventures.

The trunks are available for purchase online at www.lovebrand.com and at selected Wilderness Safari Boutiques, with 1% of the proceeds to be donated to the [Wilderness Trust](#) in support of the elephant conservation organisation, [Ecoexist](#). From Wilderness Botswana’s premier safari camps – including the award-winning Wilderness Mombo, DumaTau, King’s Pool and Vumbura Plains – to the ‘Land of a Thousand Hills’, where Rwanda’s Wilderness Bisate and Magashi also feature the trunks in their curated camp boutiques, the pieces are perfectly at home in some of Africa’s most iconic wilderness settings. They will also make their debut in Kenya in 2026, at the all-new Wilderness Mara, extending their presence across the continent and inviting guests to carry a piece of the journey with them – wherever they go next.

“This is a first for us. I’ve long dreamed of joining forces with such a remarkable safari brand and seeing our pieces come to life in the heart of the wilderness, while giving back to the very wildlife that inspired them. This exclusive collaboration in Africa is an exciting milestone”. says Oliver Tomalin, LOVE BRAND & Co. Founder.

Amanda Wilson, Wilderness Head of New Channel Growth, adds: “We’re thrilled to introduce this exclusive, custom design – a collaboration that reflects both brands’ shared passion for wild places and the remarkable creatures that call them home. There’s no better way to unwind on safari than by the camp pool, watching wildlife pass by as you float and restore. The print is a tribute to the quiet wonder of safari and the unforgettable moments of connection we find in nature”.



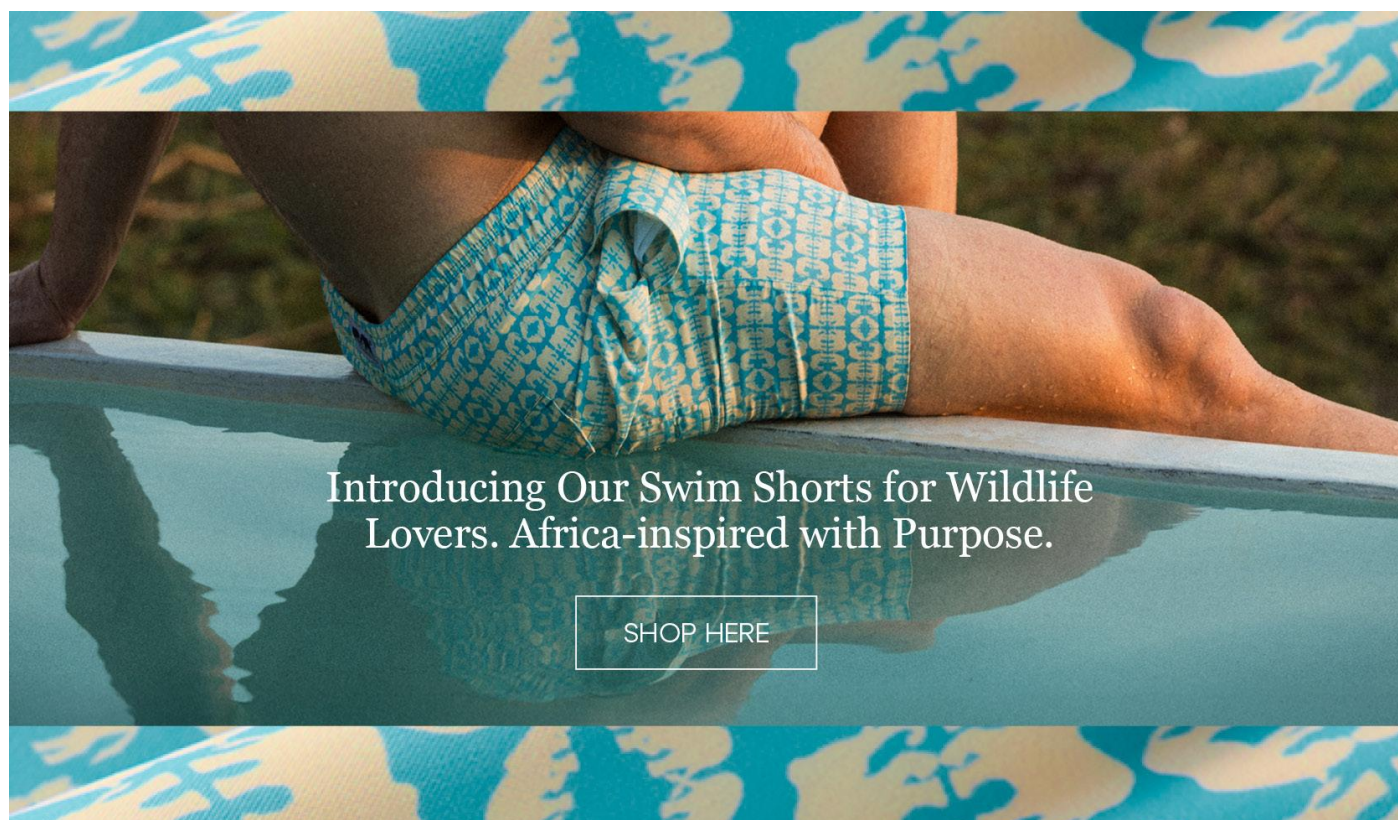
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About LOVE BRAND & Co.:

LOVE BRAND & Co. crafts timeless beachwear to embrace island life for the whole family. Expertly made from superior fabrics and inspired by nature, we give back to endangered species and wild habitats around the world. It's fashion with purpose, where every product tells a story and every sale saves a sanctuary. Established in 2010 by husband-and-wife duo Oliver and Rose Tomalin, they created a new authority in luxury beachwear for the discerning traveller. Living in the Bahamas with a family history on the island has given LOVE BRAND & Co. the advantage in mastering effortlessly chic resort style. The brand offers a wide range of men's, women's and kids' beachwear and beach accessories. Each produced with an uncompromising attention to detail and using natural and eco-conscious materials with the finest craftsmanship.

About Wilderness:

Founded over 40 years ago, Wilderness is a world-leading conservation and hospitality company, offering immersive journeys to a range of environments in Botswana, Kenya, Namibia, Rwanda, South Africa, Tanzania, Zambia and Zimbabwe. Wilderness is part of a global collective working to help conserve the world's iconic unfenced, and untamed wilderness areas. With more than 60 exceptional camps and lodges, Wilderness helps protect some 2.2 million hectares (5.4 million acres) of land across its eight African destinations. Its goal – to double that by 2030. Four decades on, the company's purpose is stronger than ever: To increase the world's wilderness, together.

www.wildernessdestinations.com