

Martha Kalifatidis stars in PrettyLittleThing Australian exclusive Summer campaign

Exclusive Look at MAFS Star Martha Kalifatidis new campaign for global fashion brand



Sydney, New South Wales Feb 2, 2022 ([IssueWire.com](https://www.issuewire.com)) - Following the appointment of **Martha Kalifatidis** as their latest Australian brand ambassador, **PrettyLittleThing** has just launched its latest campaign for Summer 2022.

In her newly appointed role as an Australian ambassador, the model and reality TV star have collaborated with PrettyLittleThing to curate an edit of Summer essentials to take you from sunshine-soaked brunches to seaside sunset cocktails.

For her first exclusive edit, Martha takes inspiration from European Summers on the Amalfi Coast to showcase elevated looks that see flirty feminine dresses, two-sets in luxe printed satins, and pop-color linen fabrics paired with headscarves and oversized hats to complete the looks.

Speaking on her brand new exclusive edit, Martha shares:

"I'm so excited to share my first edit for PrettyLittleThing! Inspired by my Summers spent on the Mediterranean in Europe - I hope to encourage everyone to step outside their comfort zone and have fun with their Summer looks with outfits that will see you through from brunch to bar!"

Martha Kalifatidis' latest edit launches at <https://www.prettylittlething.com.au/> on Wednesday, February 2, 2022.

- ENDS -

For further media information, high-res image requests, and interview requests, please contact:

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Shop PrettyLittleThing's latest collections at:

<https://www.prettylittlething.com.au/>



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