



## **S'WELL AND LILLY PULITZER COLLABORATE ON A FRESH COLLECTION – BOLDER, BRIGHTER AND MORE COLORFUL THAN BEFORE**

**NEW YORK, June 18, 2018** – Today, [S'well](#), reusable fashion hydration accessory and [Lilly Pulitzer](#), iconic American resort wear brand, debut the newest limited-edition Lilly Pulitzer x S'well collection. The signature S'well silhouette is dressed for the ultimate getaway in this new collection, featuring a line-up of iconic Lilly Pulitzer prints.

“Following the success of the previous Lilly Pulitzer x S'well collections, we couldn't be more excited to officially unveil our bright, colorful silhouettes to the S'well community for the first time,” said Sarah Kauss, founder and CEO, S'well. “We continue to innovate, surprise and delight customers with each new collection, which is our mutual goal for this partnership.”

In the latest collection, the brands unveiled six vibrant, new prints just in time for the summer season: *In the Groves*, *Race to the Wave*, *Shell We Dance*, *Catch the Wave*, *Jet Stream*, and *Up with the Sun*. For the first time, this sought-after collection will debut on [swellbottle.com](#), exclusively featuring the 25oz *Up with the Sun* bottle, offering loyal S'well fans a signature sip of vacation.

“The excitement around Lilly Pulitzer x S'well has been wonderful and we are delighted to be back with new prints, sizes, and places to shop,” said Michelle Kelly, CEO of Lilly Pulitzer. “Summer is already the happiest time of year and this collection makes it even brighter. We look forward to seeing where everyone's S'well travels this summer.”

The Lilly Pulitzer x S'well collection is available beginning June 18 at [swellbottle.com](#), Lilly Pulitzer stores and [LillyPulitzer.com](#) for \$42 (17oz) and \$54 (25oz). The collection can also be found at Lilly Pulitzer Signature and Specialty stores, select Nordstrom stores and [Nordstrom.com](#). For more information, follow [@swellbottle](#) and [@lillypulitzer](#).

### **About S'well**

S'well is a global manufacturer, wholesaler and online retailer of upscale, insulated reusable beverage containers that look great and do good. S'well products are beautifully crafted and composed of BPA-free and 18/8 stainless steel. Most S'well products keep drinks cold for up to 24 hours and hot for up to 12. On a mission to rid the world of plastic bottles and help communities in need, S'well gives back with each bottle sold. It is a partner of organizations such as UNICEF USA, Breast Cancer Research Foundation (BCRF) and (RED). Recently, S'well was named to the 2017 Inc. 500 List of fastest-growing, privately-held companies (#99). In addition, S'well has been named #1 Fastest-Growing, Women-Led Company by The Women Presidents' Organization and included on Crain's New York Business' 2016 “Fast 50” (#11). S'well bottles are currently sold in 65 countries worldwide. Visit [www.swellbottle.com](http://www.swellbottle.com) to learn more.

### **About Lilly Pulitzer**

Lilly Pulitzer speaks to generations of rule-breaking, sun-followers who celebrate the spontaneous bohemian spirit of Lilly Pulitzer. The company's effortless fashions are truly born from an original. It all happened by accident, when in 1959-ish Lilly (McKim) Pulitzer—a stylish Palm Beach hostess and socialite whose husband Peter Pulitzer owned several Florida citrus groves—needed a project of her own. With Peter's produce, she opened a juice stand on Via Mizner, just off Worth Avenue in Palm Beach. Lilly Pulitzer's business was a hit, but squeezing oranges, lemons, limes, and pink grapefruit made a mess of her clothes. Realizing that she needed a juice stand uniform, Lilly asked her dressmaker to design a dress that would camouflage the stains. The result? A comfortable sleeveless shift dress made of bright, colorful printed cotton in pink, green, yellow and orange. Although her customers liked Lilly's juice, they loved her shift dresses. Soon Lilly was selling more shift dresses than juice, so she decided to stop squeezing and focus on designing and selling her "Lillys." Lilly Pulitzer became a fashion sensation and a creator of authentic American resort wear as we know it. The brand is now more popular than ever and continues to create authentic printed styles straight from the in-house print design studio. For more brand history and juicy stories, head here.

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