

## **S'WELL COLLABORATES WITH TEXTILE DESIGNER JOHN ROBshaw TO LAUNCH LIMITED-EDITION, 25oz. BOTTLES AND BEACH KIT FOR SUMMER**

**NEW YORK, April 19, 2017** -- S'well the fashionable, reusable beverage bottle company that gives back, announced an exclusive collaboration with renowned textile designer John Robshaw. The New York City-based brands teamed up to create two, limited-edition 25oz bottles using Robshaw's patterns. This is the first time that S'well has extended its partnerships to the 25oz bottle size. The bottles – named Vati and Gilia – will be sold on SwellBottle.com and JohnRobshaw.com, as well as at select retailers.

A first for S'well, the collaboration also offers a S'well x John Robshaw kit including a limited-edition John Robshaw bag, towel and 25oz bottle. This e-commerce exclusive will retail on SwellBottle.com.

"I've admired John's aesthetic and talent for many years," said S'well Founder and CEO Sarah Kauss. "He's an incredible textile designer and his work speaks for itself. It felt natural to collaborate together and create beautiful products for our customers. I'm inspired by this collection and believe the kit is the must-have accessory for the upcoming summer season."

John Robshaw, who uses local artisan techniques to develop striking wood-block prints and patterned textiles for bedding, wardrobes, tabletops, curtains and more, offers a colorful palette and seasonal fit for this exclusive S'well partnership.

"I was excited when S'well approached me about creating unique prints for their bottles," said Robshaw. "I love the idea of my prints in three dimensions around the bottle and, of course, it's fun to see the prints on the go."

The S'well x John Robshaw bottles retail for \$53, while the kit retails for \$200.

An intimate event at John Robshaw's flagship store inside ABC Carpet & Home will take place on May 4 from 5:00pm to 7:00pm. Both Kauss and Robshaw will be present to speak to the collaboration.