

S'well[®]

PRESS KIT

== 2015 ==

Fall/Winter

Why S'well?

A MATCH FOR ANYONE

Whether you need cold water for a hot yoga session or need hot coffee through your 3-hour board meeting, S'well fits all purposes.

SIZED TO FIT

The mouth is big enough for ice cubes, small enough for drip-free sipping. The 9oz & 17oz fits in a standard sized cup holder, a 25oz holds an entire bottle of wine.

HIGH QUALITY

Made of high-grade 18/8 stainless steel.

INSULATED

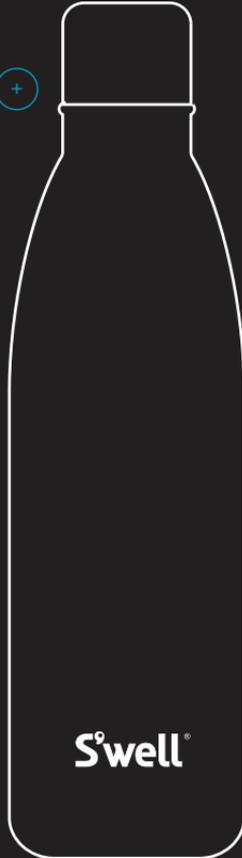
No condensation on the exterior. Won't sweat on your hands or in your bag.

HARD-WORKING

Keeps beverages cold for 24 hours, hot for 12.

ECO-FRIENDLY

BPA-free & toxin-free. All bottles are made with earth-friendly paints.



PRESS COVERAGE

VOGUE

WWD



Better
Homes
and Gardens.

COSMOPOLITAN

REFINERY29

the
CO/ETEUR

SELF

ELLE

People

NEW YORK

InStyle

GLAMOUR



Lucky

TRAVEL+
LEISURE

FORTUNE

SHAPE

Mashable



Realtor
StyleWatch

teenVOGUE

magazine

Bloomberg
TELEVISION



marie claire

FAST COMPANY

Inc.



TIME

EveryDay
with Rachael Ray



BuzzFeed

ellen
the ellen degeneres show

The New York Times

Who's talking S' about S'well?



KELLY RIPA
LIVE WITH KELLY AND MICHAEL



OLIVIA WILDE
CONSCIOUS COMMERCE

“

No one paid me a nickel to say this, I say it because it is true. S'well makes the greatest bottle that has ever touched my pink and beautiful lips. I have no idea how it keeps liquid so cold for so long, but it does. When I die, I would like my ashes to be stored in a S'well bottle.

— JIMMY KIMMEL



We only roll with @swellbottle
@jamiemakeupgreenberg #soulsisters

— KALEY CUOCO
THE BIG BANG THEORY

BETTY WHO
SINGER-SONGWRITER



“

S'well bottles are awesome and definitely in my purse at all times. I'll make some crazy treats at home and pour them into my Swell before work. It stays hot for 12 hours with no condensation.

— HANNAH BRONFMAN VIA ELLE.COM
DJ/MODEL

“

I am obsessed with my S'well bottle! It keeps my water cool in the LA heat for hours and hours.



TOAST
@toastmeetsworld

JORDANA BREWSTER
THE FAST AND THE FURIOUS



KATHERINE POWER
WHO WHAT WEAR

“

My new @swellbottle is swell bc it makes me feel like I'm in the woods on Stage 21.

BETH BEHRS
2 BROKE GIRLS



ROSARIO DAWSON
SIN CITY

RETAIL PARTNERS

| | | |
|--------------------------|------------------------------|-------------------------|
| <i>Shopbop</i> | <i>The Container Store</i> | <i>Cole Haan</i> |
| <i>East Dane</i> | <i>Williams-Sonoma</i> | <i>American Rag</i> |
| <i>Anthropologie</i> | <i>Pottery Barn</i> | <i>West Elm</i> |
| <i>Saks Fifth Avenue</i> | <i>Athleta</i> | <i>Flight 001</i> |
| <i>Bloomingdales</i> | <i>Fred Segal</i> | <i>Urban Outfitters</i> |
| <i>Nordstrom</i> | <i>J.Crew</i> | <i>Nasty Gal</i> |
| <i>Neiman Marcus</i> | <i>ABC Home & Carpet</i> | <i>Bandier</i> |

NOTABLE PARTNERS

| | | |
|------------------------------|----------------|-------------------------|
| <i>Jimmy Kimmel Live!</i> | <i>TED</i> | <i>CFDA</i> |
| <i>Universal Music Group</i> | <i>IMG</i> | <i>Google</i> |
| <i>Equinox</i> | <i>SXSW</i> | <i>Facebook</i> |
| <i>Funny or Die</i> | <i>Spotify</i> | <i>Rag & Bone</i> |
| <i>Mara Hoffman</i> | <i>Uber</i> | <i>Opening Ceremony</i> |

What's New?

New Collection:
METALLIC

\$42

Yellow Gold



White Gold



Titanium



Rose Gold



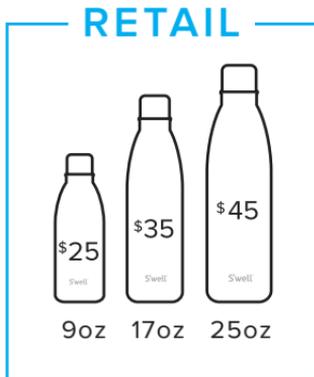
Shining from the cap through the body, these premium bottles from the Metallic Collection come in a reflective luster finish. The Metallic Collection bottles come with a lightweight and flexible carrying bag to keep the luster finish in perfect condition.

Addition to:
EXOTICS



Sand Python

RETAIL



Addition to:
TEXTILE



Noir Zebra

Addition to:
SATIN



Shadow



Hunting Green

Addition to:
COLORBLOCK



After Dark

Addition to:
GLITTER



Smookey Eye

Addition to:
WOOD



Dark Forest

Lily Wood

CHARITY PARTNERS

S'well is a proud supporter of the U.S. Fund for UNICEF, donating \$100,000 to help provide clean water to the world's most vulnerable children. UNICEF works in more than 100 countries around the world to improve access to safe water and sanitation facilities in schools and communities and to promote safe hygiene practices. For example, with just \$1, UNICEF can give one child safe drinking water for 40 days.

To learn more visit www.unicefusa.org.



S'WELL SUPPORTS



AMERICAN FORESTS



Please visit

WWW.SWELLBOTTLE.COM

to learn more about current S'well charity efforts and read the full story.

@SWELLBOTTLE
#SWELLBOTTLE

Join the conversation and show us your S'well S'tory



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Thanks

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KEEP IN TOUCH

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