## *Spartina 449 Backgrounder*

*Updated January 2016*

Drawing inspiration from the natural beauty and unspoiled charm of Daufuskie Island, South Carolina, Spartina 449 is lifestyle brand featuring numerous collections, including beautifully crafted handbags, accessories, jewelry, gifts, home & office supplies and more. Designed locally, yet recognized nationally and around the world, Spartina 449 is available in its own brand stores and is also carried in more than 1,500 retail partner stores, boutique shops and golf clubs.

Spartina 449 signature product offering is its high-quality linen and leather handbags, accessories and jewelry. The brand has evolved however to also include travel, corporate gift, golf accessory, ladies apparel, resort, pet and home & office items. Producing upwards of 600 new pieces each season, the brand's upscale merchandise incorporates more than 20 unique patterns infused with seaside themes, yet keeping pace with the latest fashion trends and styles, earning a loyal following among women everywhere with its universal appeal.

Founded in 2009 by Kay Stanley and Curt Seymour, Spartina 449 got its start on Daufuskie Island, South Carolina, a small "sea island" accessible only by boat. Moved by its character and pristine beauty, company Founder/CEO Kay Stanley imagined how linen and leather could marry with colorful patterns and timeless island stories. That thought became a beautifully coordinated handbag collection which has since expanded into accessories.

And the company name, Spartina 449?

"Spartina," is the Latin name for the lush, green marsh grass that flourishes along the Southeastern coastline, which offers a home to dolphins as well as bald eagles, great blue herons and other native birds. The number 449 is the address of the cozy cottage where it all began on Daufuskie Island, a small yet significant piece of Americana listed on the National Register of Historic Places and alluded to in author Pat Conroy's memoir, *The Water is Wide*.

For three consecutive years, 2013 - 2015, Inc. magazine has listed Spartina 449 as one of the fastest growing private companies in the U.S. Spartina 449 has also ranked as a Top 25 fastest

growing company in South Carolina by The Capital Corporation. In light of its success, Spartina 449 has opened two of its own retail stores: the flagship store in historic Bluffton, S.C., six miles west of its headquarters on Hilton Head Island (nearby Daufuskie Island) as well as the Spartina Outlet at Tanger Outlets outside of Savannah, Ga. A third brand store is slated to open in Spring 2016 in historic, downtown Savannah.

Spartina 449 is committed to giving back to the source of its inspiration. The company donates a portion of its proceeds to the Daufuskie Island Historical Foundation, a nonprofit organization whose mission is to preserve the island's cultural heritage. Also, in 2016, Spartina 449 debuted a new jewelry collection, Mermaids for Military, featuring necklaces and charms each representing five branches of the military and one honoring wounded veterans. In doing so, Spartina 449 promoted and donated to the Wounded Warrior Project.

Retail locations can be identified through the website, www.Spartina449.com, which also sells all Spartina 449 merchandise. Follow Spartina 449 on:

- Facebook (facebook.com/spartina449)
- Twitter (twitter.com/Spartina449)
- Instagram (instagram.com/spartina449)
- Pinterest (pinterest.com/spartina449)

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