

## FOR IMMEDIATE RELEASE

### **Coolibar Collaborates with Vineyard Vines to Introduce New Youth Collection**

New innovative collection with UPF 50+ to protect young people from skin cancer

**MINNEAPOLIS, March 22, 2022** – Coolibar X Vineyard Vines today launched a new youth collection providing the highest-rated UPF 50+ sun protective clothing technology and new trendy athleisure for every day on the go, blocking 98% of UVA/UVB rays.

“When my niece got diagnosed with skin cancer, I knew my mission was to create a clothing brand that could protect her,” said Kendra Reichenau, Coolibar CEO. “So, when I created Coolibar, I wanted it to protect the skin from sun damage but also encourage young people to want to protect their skin from the sun. It was important to partner with a company like Vineyard Vines who could help us create colors and styles that tweens and teens would effortlessly wear and gravitate to beyond just vacation days.”

While under development for three years, the collaboration included input and feedback from customers, designers, and industry partners to introduce new features that would appeal to a young audience:

- Colors and patterns Vineyard Vines is infamous for, with dual logos.
- Athleisure wear - stylish, versatile, and comfortable
- New accessories, such as sunglasses, hats, and bags
- Complimentary styling service in-store and online
- Coolibar’s trademarked sun protective clothing technology blocking 98% of UVA/UVB rays, decreasing chances of skin cancer that never washes out

For every purchase made in this new youth’s collection, a portion of the proceeds online and in Vineyard Vines stores will go to [Children’s Cancer Cause](#). This organization helps provide research, better treatments, and improved survivorship programs for children with cancer.

“While working behind the scenes in designing this new collection, I now understand why these fabrics do what they say they do,” said Jacques Anderson, lead product designer. “Coolibar is endorsed by experts worldwide and recommended by dermatologists and is a market leader in sun protection. With new features available and The Skin Cancer Foundation’s Seal of Recommendation, parents and young people can see that this is the new and improved way to wear clothing.”

Beginning April 1, Coolibar X Vineyard Vines will be available at all Vineyard Vines stores in the U.S. at [coolibar.com](#) and [vineyardvines.com](#).

#### **About Coolibar**

Coolibar (koo-luh-bar) is the world leader in UPF 50+ sun protective apparel and accessories. We’re relentless about developing industry-leading, sun-safe fabrics and technically elegant products designed for a variety of outdoor activities. From everyday living to travel and special occasions, we believe in a sun-smart outdoor activities. From everyday living to travel and

special occasions, we believe in a sun-smart outdoor life for everyone. We are the first sun protective clothing company to have received The Skin Cancer Foundation's Seal of Recommendation. For more information visit or call 1-800-926-6509. Follow us on [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#).

### **About Vineyard Vines**

A New England-based company best known for its whimsical neckties and smiling pink whale logo, vineyard vines was founded in 1998 on Martha's Vineyard when brothers Shep and Ian Murray cut their ties with corporate America to start making ties that represented "the good life." In addition to signature neckwear, vineyard vines offers a variety of clothing and accessories for men, women and children. Products are sold in over 600 specialties and department stores worldwide, through a seasonal catalog, at 1.800.892.4982, online at [vineyardvines.com](http://vineyardvines.com), and at over 100 freestanding stores.

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