



spiritgirl
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PRESS KIT 2018



SIGNATURE ACTIVEWEAR MADE FROM POST CONSUMER PLASTIC BOTTLES

WHO WE ARE

Behind Spiritgirl are two fun-loving, active South African girls with a sense of adventure and an eco-awareness for the world we love to play in.

Proud to call the vibrant city of Cape Town home, our passion for design, nurture for nature and love of an active lifestyle brought us together to form Spiritgirl to create eco friendly, custom designed yoga pants for like-minded spirit sisters.

We would like our pants to inspire people to live a spirited lifestyle. Help them feel free to express themselves and shine brightly to the world. Our very own designs are inspired by our travels, respect for other spiritual beliefs and love of nature.

We sublimates print beautiful designs onto our fabric that are bright, colourful and fun. They remind us never to take ourselves too seriously and motivate us to get out there and enjoy life.

OUR ETHOS

The Spiritgirl ethos is to maintain a healthy, balanced and spirited life. It's difficult to find balance these days and we hope to encourage women out there to enjoy exercise and to feel great about themselves. Even though we all want to live healthy, active and good spirited lives it is harder to do without some sort of commitment and a support group. We like to encourage all our followers to join our Spiritgirl tribe for their motivation.

OUR PRODUCT

Our earth loving activewear is made from recycled plastic bottles (recycled PET), woven with spandex and custom printed with signature designs, not only eco-friendly, but also super practical, the special COOLMAX® performance fabric keeps you cool and dry.

Thanks to 50% UV protection the bold graphics won't fade or run. The four-way stretch fabric allows complete freedom of movement, making our workout leggings ideal for the active lifestyle whether it be in the street, studio or in the surf.



PRESS COVERAGE



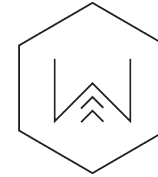
FEATURED IN INTERNATIONAL BOHO
MAGAZINE, DISFUNKSHION
Disfunktion online store and magazine



SPIRITGIRL INTERVIEW IN FAIRLADY
Fairlady magazine

Essentials

8 GREAT PLACES TO BUY YOUR ACTIVEWEAR
IN SOUTH AFRICA
Essentials magazine



WELLNESS IN THE CITY REVIEW SPIRITGIRL
Wellness In The City online publication



FEATURED IN GRAZIA MAGAZINE'S RAISE
THE BARRE FEATURE
Grazia Magazine



SPIRITGIRL IN FITNESS MAGAZINE'S
CHRISTMAS GIFT GUIDE
Fitness magazine and online store



5 SA GREEN FASHION BRANDS TOO KEEP
YOUR EYE ON IN 2016
Live Natural online publication



SPIRITGIRL INTERVIEW
Good Taste Magazine



FEATURED IN YOGA JOURNAL INTERNATIONAL
Yoga Journal magazine and online publication



SPIRITGIRL INTERVIEW IN FLAT WHITE
MAGAZINE
Flat White online magazine

TESTIMONIALS



★★★★★ In love “These pants have become an absolute treasure. They fit really well - love the non-elasticated top and the design on the pants is stunning and striking. They are comfortable and I have hiked, danced and done yoga in them with ease. Highly recommended.”

Robyn via Faithful To Nature



★★★★★ "I wear my spiritgirl pants because they are so comfortable for my active lifestyle and dry quickly whether I'm going to yoga, hiking, or out on the water-they are my go to. I also like supporting a company that has found a way to use recycled plastic.. in their clothes! Love the designs and excited to see what spiritgirl puts out next."

Meghan Schultz



★★★★★ "Amazing designs, & funky colours! I love wearing these tights when doing yoga, running or SUPing. Do yourself a favour and get some of SpiritGirls' eco friendly activewear! Keep up the rad work ladies!"

Rhiannon Amos

ECO AWERNESS

Fabric processing of recycled polyester is similar to fabrics made from virgin polyester yarns. Product performance is equivalent or even superior to virgin products. This product reduces:

- The need for landfill space
- Demand for dyes and fixing agents
- Demand on oil, every 1 ton of recycled PET yarn can save 6 tons oil

Resulting in less pollution and energy savings (more than 80% than virgin products)

Not only are we helping to keep plastic out the ocean but we also use proceeds from our I Am Water leggings to give towards [IAM WATER](#) Ocean Conservation.



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