



# PRESS KIT 2019

*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.

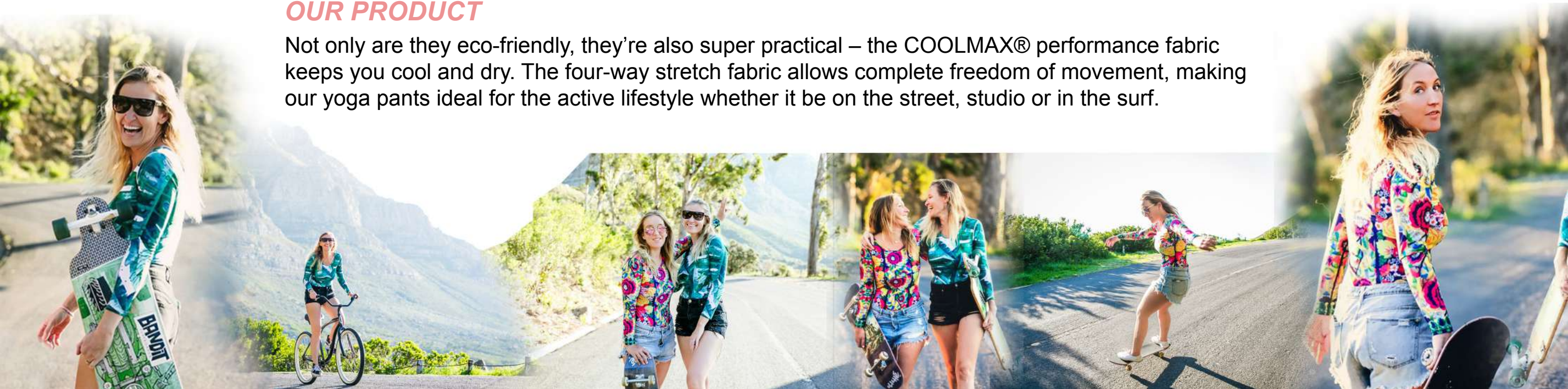
We sublimite print beautiful designs onto our fabric that are bright, colourful and fun. They remind us never to take ourselves too seriously and motivate us to get out there and enjoy life.

## 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

Not only are they eco-friendly, they're also super practical – the COOLMAX® performance fabric keeps you cool and dry. The four-way stretch fabric allows complete freedom of movement, making our yoga pants ideal for the active lifestyle whether it be on the street, studio or in the surf.



# PRESS COVERAGE



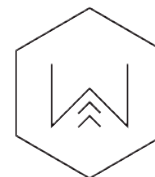
FEATURED IN INTERNATIONAL BOHO  
MAGAZINE, DISFUNKSHION  
Disfunktion online store and magazine



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

## fitness

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

## FLAT WHITE CONCEPTS

creative studio

SPIRITGIRL INTERVIEW IN FLAT WHITE  
MAGAZINE  
Flat White online magazine



## TESTIMONIALS



★★★★★ Katie P. on May 23, 2019 / [@cupcakesandyoga](#)

### BIRDS OF PARADISE LEGGINGS

I've recieved so many compliments on these leggings. The print is gorgeous and the material is super soft. They are supportive, but don't squeeze. My new favorite leggings!



★★★★★ Alta C. on Feb 22, 2019

### MY FAVORITE ONLINE SHOP

I just luv all my purchases from Spiritgirl ....service is prompt quality amazing!! I can't wait for new stock to arrive !!



★★★★★ ME H. on May 19, 2019 [@mamma\\_hama](#)

### SIMPLY THE BEST

The most comfortable tights I've ever had. The design is amazing. Love the pattern. Looks even nicer than on the website. And to complete the amazingness are made put of recycled bottles. What else could you ask for!



★★★★★ Chelsea V. on May 04, 2018 [@chelseaanorene](#)

### FRIEDAS DREAM SURF BODY SUIT

Absolutely love this cozy. It makes me feel like a mermaid. It's comfortable, the fabric is so divine. It not only looks stunning, it's the fit that you want in a costume. There's no sneaky creeping up the bottom. It's just a solid one piece. Thank you!!! Wish I could wear it over my wetsuit!

# 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.

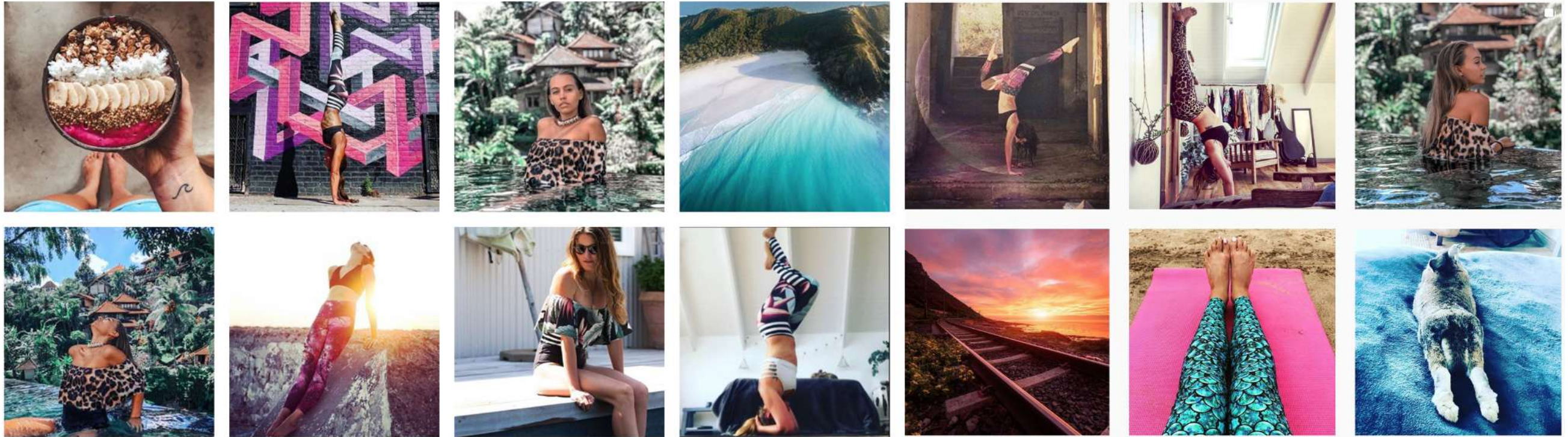




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