
PRESS RELEASE

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Unifi names The Phoenix as an agency partner for the REPREVE Brand

Unifi and its REPREVE Brand, have been making everyday life better by transforming the world's products through sustained innovation for 50 years.

We are excited to announce that The Phoenix will partner with Unifi for Brand Development, Strategic Planning and Visual Identity Design for the REPREVE Brand. This work will help to ensure that this great brand is poised for continued growth and success for the future.

REPREVE is the world's leading, branded recycled fiber that continues "Taking Sustainability Further." REPREVE collects plastic bottles and feeds them into their vertically integrated process to create REPREVE recycled polyester. REPREVE is used to make almost anything sustainable, with filament, staple fiber and fiber fill products and can be embedded with wicking, thermal comfort and other performance technologies.

For more information on Unifi and their ground-breaking REPREVE brand visit www.Unifi.com.

Phoenix Lifestyle Marketing Group is a full-service marketing agency specializing in insights-driven Brand Development, Brand Strategy, Campaign Design and Program Execution. We leverage our expertise in iconic Brand Architecture and our network of strategic partnerships to cultivate meaningful connections that unite Brands and their audiences. At The Phoenix, we pride ourselves on delivering on time, every time and on brand, every day to exceed our clients' expectations and deliver results.

Learn more about us at PhoenixLMG.com or find us on Social Media Platforms @PhoenixLMG

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