

# SALT LIFE

September 20, 2016 12:00 pm

## Address:

157 Avenida Del Mar California, USA 92672 

## Description:

### About Salt Life:

Salt Life is an authentic, aspirational and lifestyle brand that embraces those who love the ocean and everything associated with living the “Salt Life”. Founded in 2003 by four avid watermen from Jacksonville Beach, Florida, the Salt Life brand has widespread appeal with ocean enthusiasts worldwide. From fishing, diving and surfing, to beach fun and sun-soaked relaxation, the Salt Life brand says, “I live the Salt Life”. From its first merchandise offerings in 2006, Salt Life has grown to more than \$30 million in annual sales, with distribution in surf shops, specialty stores, department stores and sporting goods retailers.

Salt Life, LLC is operated as an operating subsidiary of Delta Apparel, Inc., where it has been managed since 2011. The flagship Salt Life retail store, which opened in Jacksonville Beach, Florida in 2012, serves as a vision for retail customers to see product placements they can utilize in their stores and across multiple platforms. Salt Life’s corporate office is located in Columbus, GA and their distribution center was recently relocated to Fayetteville, NC. Numerous professional athletes and sportsmen have an alliance with the brand in cross-marketing partnerships. (<http://www.saltlife.com/athletes/>)

### About Delta Apparel, Inc.

Delta Apparel, Inc., along with its operating subsidiaries, M. J. Soffe, LLC, Junkfood Clothing Company and Art Gun, LLC, is an international design, marketing, manufacturing and sourcing company that features a diverse portfolio of lifestyle basic and branded active wear apparel and headwear. The Company specializes in selling casual and athletic products across distribution tiers, including specialty stores, boutiques, department stores, mid-tier and mass chains, college bookstores and the U.S. military. The Company’s products are made available direct-to-consumer on its websites at Soffe, Junk Food Clothing, Salt Life and Delta Apparel. The Company’s operations are located throughout the United States, Honduras, El Salvador and Mexico, and it employs approximately 7,000 people worldwide. Additional information about the Company is available here.

**If you would like to request an interview or product samples, please contact:**

**Jules Wortman**

**Wortman Works Media & Marketing**

**[jwortman@wortmanworks.com](mailto:jwortman@wortmanworks.com)**

**615.260.9985**



[Like us on Facebook!](#)

Follow us on Instagram!

**Categories list:** Apparel, Shop

# MAP

