



## **FINCH Designs, Made With REPREVE®, Awarded Seal of Approval by Project JUST**

**GREENSBORO, NORTH CAROLINA – August 14, 2017** – FINCH Designs, a swimwear brand using REPREVE® recycled fiber in its products, is a new recipient of the Project JUST Seal of Approval. FINCH Designs is the first-ever China-based brand to receive the distinction, which is based upon the company’s commitment to transparency and building a sustainable supply chain. FINCH Designs is one of only three brands to win the Seal of Approval in the swimwear category, out of more than 115 nominations.

A significant player in FINCH Designs’ supply chain is Unifi Manufacturing, Inc., a company that transforms recycled plastic bottles into a fiber called REPREVE. REPREVE is traceable and certified through Unifi’s proprietary U TRUST™ verification program. U TRUST is a comprehensive certification program that is designed to provide REPREVE customers with an increased level of transparency. As part of the U TRUST program, Unifi incorporates FIBERPRINT™ technology, a unique tool that allows a third party to analyze fabrics for the FIBERPRINT signature, which Unifi then uses to certify the level of REPREVE content.

Project JUST’s Seal of Approval is based upon extensive research into the brand’s environmental and social practices. In addition, Project JUST considers availability, accessibility (size and price), quality and aesthetic.

“FINCH identifies with the slow-fashion movement and repeats 85 percent of its prints and styles year after year to encourage timeless, responsible purchasing. We design all of our signature prints in-house, and work only with manufacturing partners that share our core values of social and environmentally responsible production,” said Itee Soni, FINCH co-founder.

Since launching swimwear made from REPREVE fiber in 2013, FINCH has rapidly established partnerships with some of the most luxurious names in travel, including Six Senses, W Hotels, Mandarin Oriental, Ritz-Carlton, Park Hyatt and Naked eco-resorts.

“When we began, we were looking for a supplier that understood our mandate of providing a transparent supply chain to our customers,” added Heather Kaye, FINCH co-founder. “We found that commitment in our collaboration with Unifi; and through the use of REPREVE, they were able to help us create a high-quality product for the good of our consumers and the environment.”

Having launched men’s and boys’ REPREVE recycled swim trunks in addition to the women’s and girls’ categories, FINCH is essentially a one-stop shop for eco-swimwear. In addition to being environmentally responsible and stylish, FINCH swimwear is also high-performing, as each item offers protection from the sun with a UPF rating of at least 50.

“We’re proud to support FINCH as they receive this well-deserved distinction from Project JUST,” said Jay Hertwig, vice president of global brand/Premium Value-Added (PVA) sales for Unifi. “FINCH creates swimwear for the whole family that is fashionable, functional and earth-friendly.”

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### **About FINCH Designs:**

FINCH Designs launched in June 2010 with the eco-conscious global traveler in mind. Founders Itee Soni and Heather Kaye have a combined 25 years of apparel design and manufacturing experience, and founded FINCH with print design and sustainability at the core of their DNA. The company’s mission is to delight the FINCH woman where she vacations, shops and mingles. FINCH offers timeless, sustainable, luxury swimwear, resort apparel and accessories in signature prints. FINCH’s swimwear for women, men and kids is made exclusively from REPREVE® yarn using recycled plastic bottles by U.S. company, Unifi Inc. FINCH’s fabric offers natural UPF 50+ UVA and UVB sun protection, with no added chemicals. FINCH signature prints are repeated season after season for easy brand recognition and a nod to slow fashion. Learn more by contacting [info@finchdesigns.com](mailto:info@finchdesigns.com) or visiting [www.finchdesigns.com](http://www.finchdesigns.com).

### **About Unifi:**

Unifi, Inc. (NYSE:UFI) is a diversified, global manufacturing company and one of the world’s leading innovators in synthetic and recycled products, including textile fibers, polyester chip and recycled plastic bottle flake. Unifi provides technology-driven solutions for customers worldwide, utilizing a premier supply chain and state-of-the-art equipment. The Company’s fibers offer unique performance, comfort and aesthetic advantages, and are readily found in the products of major brands in the apparel, hosiery, automotive, home furnishings, industrial and other end-use markets. For more information about Unifi, visit [www.Unifi.com](http://www.Unifi.com).

### **About REPREVE:**

REPREVE® is Unifi, Inc.’s (NYSE: UFI) flagship brand of high-quality textile fibers, polyester chip and plastic bottle flake, all made from recycled materials. To date, Unifi has transformed more than 5 billion plastic bottles into REPREVE® fibers, which can be found in products among the apparel, home furnishings and automotive markets. REPREVE® fibers offer customers an earth-friendly solution for synthetic applications and can be combined with Unifi’s technologies for enhanced performance, comfort and aesthetic characteristics. REPREVE® chip and REPREVE® flake have many end uses, including food-grade packaging, injection molding and plastic sheeting. For more information about REPREVE®, visit [www.REPREVE.com](http://www.REPREVE.com), and find REPREVE on [Facebook](#), [Twitter](#) and [Instagram](#).

REPREVE® is a trademark of Unifi, Inc.

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