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FOR IMMEDIATE RELEASE

HAVAIANAS CONTINUES ITS RETAIL EXPANSION WITH SECOND STORE IN HAWAII

HONOLULU, HI. – January 9, 2024 – Brazilian footwear brand, Havaianas announces the opening of its newest retail storefront located at Hyatt Regency Waikiki Resort & Spa in Honolulu, Hawaii.

Owned and operated by SB Pop LLC, under license agreement with Havaianas US, owners Brandon Lindley and Raphael Polito are thrilled to grow the brand's portfolio in the Hawaiian Islands. Lindley and Polito are excited to not only provide the retail shopping experience with more than 100 styles to choose from, but also the Event Gifting experience that is an affordable and memorable gift that incentive program visitors can utilize immediately during their stay and upon their return home.

Following the opening of the Ala Moana store in July 2023 as the first store in Hawaii, the 736 sq foot location will offer a variety of colorful sandals, accessories and beach necessities that enliven the year-round summer mindset that fuels the brand. The new Havaianas store is located conveniently on the first floor in the Pualeilani Atrium Shops of the Hyatt Regency Waikiki Beach Resort & Spa on one of the most iconic beach destinations in the world.

Shoppers are invited to participate in a traditional Hawaiian store blessing performed by Kahu Kordell Kekoa and Grand Opening on Tuesday, January 23rd at 2:00pm. Immediately following, shoppers will receive a free gift with any Havaianas purchase until 6:30pm this day, while supplies last.

As part of the brand's global initiative of social responsibility, or Mālama, shoppers are encouraged to recycle their tired or worn out sandals in a take back program to give the soles a new life where they will be returned to a facility on the mainland. In return, shoppers will receive 10% off their purchase, every time at any Havaianas retail store location.

ABOUT HAVAIANAS:

Havaianas were created in Brazil in 1962 and inspired by the Japanese Zori sandal; a sandal with cloth straps and woven rice straw soles. Havaianas replaced the straw with premium Brazilian rubber, updated the design to look fashionable, and the rest is history! This is why the soles of Havaianas feature a rice grain print; one of the many design details that make Havaianas unique. Our slippers were christened with the name Havaianas (which means "Hawaiians" in Portuguese) in honor of the glamorous holiday destination with endless summer vibes. The company is headquartered in Sao Paulo, Brazil with regional offices in Los Angeles, Madrid and Hong Kong.

ABOUT SB POP LLC:

Owned by Brandon Lindley and Raphael Polito, operating licensed Havaianas retail stores at Ala Moana Center and Hyatt Regency Waikiki Beach Resort & Spa. For meeting, incentive, conference and event gifting inquiries, email: havaianas.events@gmail.com

ABOUT HYATT REGENCY WAIKIKI BEACH RESORT & SPA

Balanced between the idyllic beauty of the legendary Waikiki Beach and the dynamic city center, Hyatt Regency Waikiki Beach Resort & Spa is a vibrant destination combining relaxation and adventure with Hawaiian hospitality. Each of the 1,230 guestrooms, including 19 suites, offers Hawaiian elegance and private lanai with panoramic ocean, mountain, and city views. With an unrivaled location just steps from world-famous waves, the resort affords effortless exploration of the island's attractions from Diamond Head Crater, Honolulu Zoo, and Waikiki Aquarium, to world-class shopping, sophisticated dining, and expert surfing lessons. Offering endless amenities including luxurious treatments at the 10,000 square foot Na Ho'ola Spa, StayFit Fitness Center, locally sourced ingredients at SWIM bar & restaurant and SHOR restaurant, and specialty boutiques on-site at Pualeilani Atrium Shops.

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