

SALT LIFE Announces Hawaii Divers as Official Swim & Snorkel Licensee

Hawaii Divers will debut the new SALT LIFE swim and snorkel collection at Surf Expo in Orlando, Booth #1009

NEW YORK, NY, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- The [SALT LIFE](#) brand today announced [Hawaii Divers](#) as its official licensee for swim and snorkel, expanding the brand's growing portfolio of licensed categories and further showing SALT LIFE as a complete coastal lifestyle brand.



Hawaii Divers

The new partnership brings the SALT LIFE brand into the swim and snorkel category with a collection designed for consumers who embrace life on, in and around the water. The collection combines Hawaii Divers' expertise in watersports equipment with the authentic lifestyle and aesthetic of the SALT LIFE brand.

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“We continue to look for strong partners who understand our consumer and can bring the SALT LIFE lifestyle authentically into new categories,” said Ryan Sainsott, SVP, Brand and Operations at Iconix International. “Hawaii Divers is a natural fit for SALT LIFE, and swim and snorkel is an exciting extension of our Fish | Dive | Surf platform. We’re looking forward to introducing the collection to our retail partners and consumers.”

“We are incredibly honored to be selected the official swim, snorkel and water toy licensee for SALT LIFE,” said JP DeBruin, Vice President of Sporting Goods and Water Toy Brands at Hawaii Divers. “Both companies share a genuine connection to the water and the people who enjoy their lives around it. By combining SALT LIFE’s powerful coastal identity with our experience in developing high-quality watersports equipment, we have created a collection that delivers performance, comfort and unmistakable style. We are excited to introduce it at Surf Expo and

bring the SALT LIFE experience to retailers and consumers across the country.”

Hawaii Divers will officially debut the SALT LIFE swim and snorkel collection at Surf Expo in Orlando, Florida, at Booth #1009. Retailers, buyers, distributors, licensing partners and members of the media are invited to visit the booth to preview the collection, meet with the Hawaii Divers team and discuss retail and distribution opportunities.

The SALT LIFE and Hawaii Divers teams will also create live content throughout Surf Expo, including product demonstrations, buyer visits and short-form video for the SALT LIFE brand’s social channels, extending the launch beyond the show floor and directly to consumers.

For more information or to schedule an appointment at Surf Expo, contact Ramon Valencia Ramon@hawaii-divers.com.

About the SALT LIFE Brand

SALT LIFE www.saltlife.com is a premier coastal lifestyle brand that embodies the spirit of adventure, relaxation, and connection to the ocean. Since its founding in 2003, the SALT LIFE brand has become synonymous with coastal culture and outdoor living, offering high-quality apparel, accessories, and activewear for ocean enthusiasts. The brand caters to those who embrace activities such as fishing, diving, surfing, and beach living, building a devoted following through its dedication to a laid-back, active lifestyle. The SALT LIFE brand is now expanding beyond apparel, offering a range of home and lifestyle products that allow customers to LIVE THE SALT LIFE experience both on and off the water.

About ICONIX

ICONIX www.iconixbrand.com owns, licenses, and markets a diversified portfolio of athletic, heritage, and other consumer brands, including UMBRO®, STARTER®, DANSKIN®, HOODRICH®, BUFFALO DAVID BITTON®, and WAVERLY®. In addition, Iconix provides brand management, licensing, and other advisory services to owners of brand IP on a global basis. The Company licenses its and third-party brands to a network of leading retailers, manufacturers, and other operators that touch every major segment of retail distribution in both the U.S. and worldwide. Through its in-house business development, strategy, merchandising, advertising, and public relations departments, Iconix manages these brands to drive higher consumer awareness, broader commercial reach, and greater brand awareness.

About Hawaii Divers

Hawaii Divers is a watersports company specializing in the design, development and distribution of swim, snorkel and water recreation products. Its portfolio includes Hawaii Divers, CLEAR’R Swim and licensed SALT LIFE swim, snorkel and water toy collections. Combining product innovation, performance-driven design and a strong understanding of the watersports

consumer, Hawaii Divers serves specialty retailers, sporting goods stores, resorts and major retail partners across North America. For more information, visit www.hawaii-divers.com.

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