



## SOUTHERN TIDE

Media Contact:  
Kathryn Williams  
Droese Public Relations  
kathryn@droesepr.com | 214-793-7869

### **Southern Tide Announces HQ Move to Historic Borden Building** *Iconic Coastal Brand Relocates Headquarters to Downtown Greenville*

**Greenville, SC (August 23, 2023)** – [Southern Tide](#), the leader in premium coastal lifestyle and apparel, is pleased to announce its Greenville headquarters will be moving to downtown Greenville's newly renovated Borden building. The move to the historic Greenville building marks a new chapter for the brand, as it embraces a space deeply steeped in local history and impact on the community.

Situated within the heart of the Greenville community, the Borden Building provides not only a strategic location but also a connection to the brand's origins. Southern Tide's decision to call the Borden Building its new home reflects its commitment to preserving local heritage. As the brand settles into this historic space, it is poised to further strengthen its ties with the community and better equip the brand in delivering high-quality products and a beloved lifestyle to both loyal patrons and newcomers alike.

"We are very excited to announce this new chapter of Southern Tide and are looking forward to continuing the company's growth," said Southern Tide CEO, Carey Ann Campbell. "Greenville has always been our home and is ingrained in Southern Tide's DNA. We hope to continue to expand our coastal lifestyle while staying true to our roots in Greenville."

The Southern Tide office space is set to be completed by the end of 2024, with an official move in by early 2025. Southern Tide's new space will occupy 24,307 square feet of the building, which will hold all staff on the first floor with a showroom and collaboration areas, with loft space for its design studio.

Centered around the former Borden Ice Cream Factory, this renovation is a significant historic project for the Greenville community to feature urban loft office space alongside the \$76-million, 60-acre Unity Park and the city's multiuse Swamp Rabbit Trail. The developer behind the Borden project, The Furman Co., has reimagined the long-vacant factory into an "urban office park." The original Borden building structure dates back to 1923, and served as an important community employment source, for which The Furman Co. hopes to continue to preserve its legacy.

In addition to the Borden Building, Unity Park will feature the Honor Tower, which Southern Tide contributed to the funding of and is set to be the focal point of Unity Park. The name pays homage to first responders, including police officers, firefighters and military personnel. The 10-story observation tower will offer park visitors a panoramic view of the downtown skyline to the east and the Blue Ridge Mountains to the west. This 10-story observation tower is scheduled for full completion by 2024.

Southern Tide is excited to be a part of this project that holds a rich historical significance and profound impact on the Greenville community. With its deep roots in this community, the cherished coastal lifestyle brand is enthusiastic about being a part of this endeavor.

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### **About Southern Tide**

Founded in 2006, Southern Tide is a Greenville, S.C.-based lifestyle apparel brand that boasts exceptional craftsmanship and classic design. Innovative, yet timeless in its youthful style, Southern Tide offers an array of apparel and accessory products for men, women, and kids that deliver their authentic lifestyle through quality, experience, and service. Southern Tide is available for purchase in Southern Tide's company owned stores, Southern Tide Signature Stores and online at [www.southerntide.com](http://www.southerntide.com). Products can also be found in more than 850 specialty retailers, and premium department stores across the United States. Southern Tide is a wholly-owned subsidiary of Oxford Industries (NYSE: OXM).