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**Press Release***FOR IMMEDIATE RELEASE***Contacts:**Patricia Vaccarino,  
Managing Partner  
Xanthus Communications  
(206) 979 3380  
[patricia@xanthuscom.com](mailto:patricia@xanthuscom.com)Elizabeth Suman,  
Account Manager  
Xanthus Communications  
(206) 979 3380  
[elizabeth@xanthuscom.com](mailto:elizabeth@xanthuscom.com)*GIRVIN + UNIONBAY****Girvin gives Unionbay website a fun new look and brand personality.******What does Jung have to do with jeans?***

Seattle, WA, April 2, 2007—Branding and design firm Girvin recently completed work on a new website for the apparel company Unionbay. To emotionally connect with its audience of today, Unionbay underwent a brand metamorphosis and renewal. The Girvin team led the transformation that far superseded the usual pursuit of merely changing a thematic look and delved deeper by exploring the emotional connection between the brand and its audience. Under Girvin's direction the very mystery of Unionbay's brand psyche was probed. The result: Unionbay gets a new look, a new feel, a new psyche, and a new home, <http://www.unionbay.com>.

The creation of the new Unionbay website utilized an analysis of Jungian archetypes to show Unionbay's distinct place among other apparel brands. Girvin incorporated the work of the renowned Swiss psychoanalyst Carl Jung into their BrandQuest® process during strategic sessions that helped Unionbay further its commitment to being dominant in the marketplace as a teenage brand.

Seattle Pacific Industries, Inc. (Unionbay) President Steve Ritchey said, "Girvin's team, led by Tim Girvin himself, worked with our leadership team to bring out the best, and to evoke a new positioning about Unionbay that helped us to communicate how we think about our brand."

Girvin used their proprietary *brandstorming* process of BrandQuest® in strategic sessions and BrandCode® in its visualizations to create the new website. These processes involved a Jungian study of all of the basic characters that are essential to the human psyche and linked them to new ways of thinking about the Unionbay brand personality.

Tim Girvin, principal of Girvin, said, "By exploring the Unionbay brand positioning based on Jungian archetypes we built a new way to measure the classic mythical relationships between the person and the brand, and the psyche and the audience."

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By Girvin’s incorporation of Jungian analysis in the branding process, it is now evident that sharpening any brand positioning is much more than exploring essential business characteristics, it’s about heart and soul, and it can also be linked to the unconscious, the psyche and archetypes—the often covered, hidden selves inside us all.

Deep thinking or not, the point of the new website is to sell product. Unionbay VP of Licensing Cathie Underwood said, “Girvin helped us to achieve our ultimate goal, which is to sell product. Girvin helped to show our product in a way that will help to increase sales.”

The new Unionbay website is clever, light, vivid in color, playful, rebellious, but friendly, fast to load, easy to navigate, and gets right to the product. “Unionbay is a story about a true brand. We are honest, hardworking, real craftsmen, tailors and, creators of consistently great product for real customers,” said President Steve Ritchey. “Our website reflects that story.”

Brand identity reflected on websites has become a critical value proposition for apparel companies who need to establish their brands quickly with their consumers in order to maximize potential sales. Apparel brand websites competitive to Unionbay include Abercrombie and Fitch, Hollister, and Urban Outfitters. In the apparel industry, a highly regarded and popular website that clearly communicates brand is the one for DKNY.

Girvin has led other similar BrandQuest® innovation initiatives, most notably with P&G on the creation of experimental brands, new *tween* products (OT) and kid transitionals (Kandoo); and experiential work for Yves Saint Laurent to create new visualizations in retail design.

### **Key People**

Tim Girvin, chief creative leadership

Virginia Sabado, project manager

Sean Jones, interactive producer

**GIRVIN** is a strategically focused brand development design group based in Seattle and NYC, with affiliates in Paris and Tokyo. Clients include Ameristar, Callison, Canyon Ranch, Federated Department Stores, Gucci, Johnson & Johnson, Leviev, MGM | Mirage, Paramount Studios, Procter & Gamble, Starwood Hotels & Resorts, Wynn Resorts. For more information, please see <http://www.girvin.com>

Founded in 1981, **UNIONBAY** is all about thinking for yourself—without taking yourself too seriously. The cutting-edge designs of Unionbay appeal to teens who are style leaders, always a step ahead of the latest trends and a step outside the mainstream. High-quality UNIONBAY sportswear and accessories, available in most major U.S. department stores, twist classic and contemporary styles with edgy detailing and a sense of fun. With our unique look and laid-back philosophy, we have become one of the leading apparel brands in the world, helping define teen fashion for 25 years. For more information, please see <http://www.unionbay.com>

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**UNIONBAY.**

SWITCH IT CHICKS

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**UNIONBAY.**

tanks/scoops/v-necks  
polos & hoodies

luggage

shorts capris denim

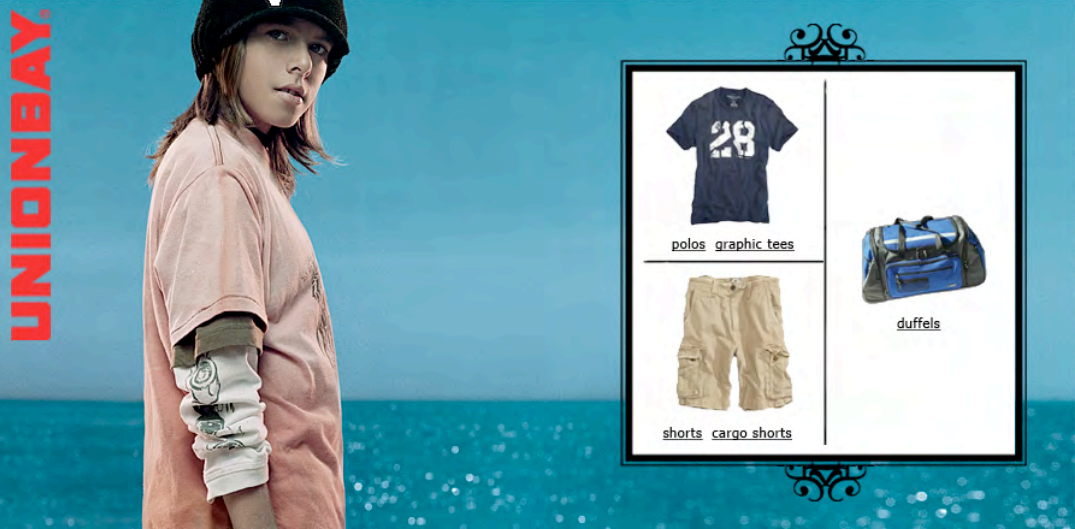
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