

South Beach Towel Emerges as an Independent Apparel Brand by Private Label Zero Seven Post the Pandemic



Z E R O S E V E N

S O U T H B E A C H T O W E L

Florida, Miami Gardens, Feb 3, 2021 ([Issuewire.com](https://www.issuewire.com)) - Miami Gardens, Florida Feb 2, 2021 - Zero Seven's South Beach Towel is a woman founded company that employs mostly women to make and manufacture their product line.

The company, much like other small-scale businesses was immensely impacted by the onset of one of the world's greatest health crises. This strengthened its foundation to keep their business afloat. Private Label Zero Seven is a manufacturer of 100% custom made to order apparel. Before COVID disrupted the workflow of the world, the company was expanding its sand free beach towels under the private label sun and surf products exponentially through the implementation and acquisition of new equipment, investing in production technology, and hiring more people. However, their business saw a significant drop in sales in the early spring months of 2020. They lost many of their B2B orders as the world was entering a new time in history, lockdown.

The company has been working with multitudes of entrepreneurs and had manufactured on behalf of many brands. The support they were able to offer to many up and coming brands gave them further exposure in the market place. After many collaboration successes, they decided to invest in infrastructure, improve their technical skills, and shoulder the responsibility of manufacturing their own products for online selling. They aimed to implement their technical knowledge that they had developed over the years and change the course of South Beach Towel into a success story. It would have been the very first time that they were going to design, manufacture and market a product under their own brand name.

The plan also made sense if they controlled their supply chain and manufacturing in the backdrop of a world under lockdown. The products were limited to a few variations and they had complete control of the creation and distribution. The COVID crisis led to the emergence of South Beach Towel as a company and a brand as they look forward to a restored world post the devastation of the coronavirus. The spirit of the adventurer will never cease to exist as America gets ready to emerge yet again.

South Beach Towel designed a product that is the perfect travel companion, sand free, earth-friendly, super-compact for life on the go and is guaranteed to last, thus leaving a minimum carbon footprint. The company believes in giving back and is giving back to both community outreach initiatives and ocean conservation. They are committed to matching a 1 for 1 charitable contribution to programs that support women entrepreneurship and marine conservation. To know more about their journey and product line, visit their website at

<https://southbeachtowel.com>

Media Contact

Margie Chavez

press@southbeachtowel.com

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