Reef signs string of new EMEA distribution deals

By Robin Driver - January 6, 2020

Carlsbad, California-based premium surf lifestyle brand Reef announced on Monday that it has entered into a number of new agreements with footwear distributors in Europe, the Middle East and Africa (EMEA) as it pushes forward with its international growth plan.

Reef's new partners include Unify Brand Partnerships, Ltc. In the United Kingdom and Ireland, which already works with brands such as Teva, Hoka One One and Under Armour Golf.

Elsewhere, Brandfusion Holland, BV, Reef's new distribution partner in Benelux, also has existing agreements with Calvin Klein, Juicy Couture and Scholl, while Quality Brands GmbH, who will now be taking care of the brand’s distribution in Germany, Austria, Switzerland and France, has a distribution portfolio including Tretorn, Fantasy Sandals and G.H. Bass & Co.

The string of agreements will also see Reef products distributed by A. Georgoudas OE in Greece, and Audes Group S.R.L. in Italy, as well as Albion 1879 SL in Spain and Portugal, and I.A. IL Ltd. in Israel.

"Reef is thrilled to partner with each of these premium footwear and apparel distributors as our partners in the EMEA market," commented Reef brand president Mike Jensen in a release. "We are confident that each of these business partners will help continue to drive deep consumer connections and high-quality growth for the Reef brand in the future."

Founded in 1984, Reef was acquired by The Rockport Group in 2018 - Photo: Reef

In April 2019 Rockport announced that it was transitioning Reef's operations in Canada to a distributor model through a partnership with Toronto’s Trend Marketing.