



Made from non-toxic stainless steel, S'well bottles can keep drinks cold for up to 24 hours.

Sarah Kauss

The key to avoiding a watered-down brand is patience, says the S'well CEO.

Last year, S'well was the fastest-growing woman-owned company in America. We've been thoughtful about our next move because it's often during this period of growth that companies mess up. They have a hit on their hands with their first product and think, *People will love it if we come out with a bunch of other things*. We've spent a lot of time in focus groups, listening to customers, and thinking about our core capacity. Now, it's the fun part because we have all these ideas we've been working on for years that we know will, for sure, delight our customers because we've kept that brand covenant.

OUTTAKES

STRATEGIC THINKING

I keep a five-year creativity journal as a rolling reminder of where we've been as a company, the challenges we've faced, and the opportunities we've had.

ENVIRONMENTAL ETHOS

Instead of making people feel bad about using plastic in the past, my goal was to create a well-made, fashion-forward product that could educate them about the water crisis and the charities we support.

SHARED OBSESSION

Up until recently we never spent money on marketing; it was all word of mouth. The people who know us love us and collect us—on average, our customers have five bottles at home.