



GLOBAL BRANDS GROUP

For Immediate Release

Global Brands Announces Licensing Agreement with Kate Spade, LLC for kate spade new york Brand

Global Brands takes on Hats, Scarves, Gloves and Belts for kate spade new york

Hong Kong, 16 January, 2015 – Global Brands Group Holding Limited (“Global Brands”; SEHK Stock Code: 787), one of the world’s leading branded apparel, footwear, fashion accessories and lifestyle product companies, announced today that its wholly-owned subsidiary GBG Accessories Group, LLC has entered into a licensing agreement with **Kate Spade, LLC**. This new license will allow Global Brands to continue its track record of growing prominent global brands through its innovative product design and development expertise.

This agreement includes rights to produce kate spade new york cold weather accessories, namely fashion hats, woven scarves, leather gloves and belts starting in January 2015, with in-store delivery to better department stores, specialty stores and kate spade new york retail stores by Fall 2015.

“We look forward to building a strong partnership with Global Brands to introduce high-quality and well-designed new styles into our popular accessories collection,” said Mary Beech, Chief Marketing Officer and SVP of Licensing of Kate Spade & Company.

“We are delighted to be collaborating with kate spade new york. As a much-loved global lifestyle brand, it is an excellent addition to our brand portfolio and fits very well into our strategy of partnering with the best American brands to leverage our strong retail relationships and distribution capabilities globally,” said Mr. Bruce Rockowitz, Chief Executive Officer and Vice Chairman of Global Brands Group Holding Limited.

- Ends -

About Global Brands:

Global Brands Group Holding Limited (SEHK Stock Code: 787, or “Global Brands”) is one of the world’s leading branded apparel, footwear, fashion accessories and related lifestyle product companies. The Group designs, develops, markets and sells products under a diverse array of controlled and licensed brands and a wide range of product categories. Global Brands’ innovative design capabilities, strong brand management focus, and strategic vision enable it to create new opportunities, product categories and market expansion for brands on a global scale. For more information, please visit the corporate website: www.globalbrandsgroup.com.

About kate spade new york:

In 1993, Kate Spade designed the utilitarian bag she had been craving for years but couldn’t find anywhere and so began a revolution in the accessories market. Simple silhouettes with clever details and crisp palettes soon established a visual shorthand for the brand that’s recognizable the world over. In 2007, Kate Spade turned the reins over to the design



GLOBAL BRANDS GROUP

powerhouse, Liz Claiborne Inc. which then became Fifth & Pacific Companies Inc, and now operates under Kate Spade & Company (NYSE: KATE). Deborah Lloyd, formerly of Banana Republic and Burberry took the helm as Chief Creative Officer with an aim to broadening the line while honoring Kate's rich history. Today you'll find the brand on the arms of women everywhere with nearly 300 kate spade new york stores worldwide and a thriving e-commerce business.

For Media Enquiries Please Contact:

Global Brands

Inez Ho at inezho@globalbrandsgroup.com or Artemis Associates:

Diana Footitt

T: +852 2861 3488

E: diana.footitt@artemisassociates.com

Agnes Chan

T: +852 2861 3266

E: agnes.chan@artemisassociates.com

Vanita Sehgal

T: +852 2861 3227

E: vanita.sehgal@artemisassociates.com