



GLOBAL BRANDS GROUP

For Immediate Release

Global Brands Names Fashion and Retail Leader Adrienne Lazarus CEO of The Frye Company

Frye Positioned for Global Retail Expansion as Leading International Lifestyle Brand

Hong Kong, 6 May, 2015 – Global Brands Group Holding Limited (“Global Brands” or the “Group”; SEHK Stock Code: 787), one of the world’s leading branded apparel, footwear, fashion accessories and lifestyle product companies, named Adrienne Lazarus to the position of Chief Executive Officer of The Frye Company, one of the Group’s premier controlled brands. Ms. Lazarus is an accomplished fashion and retail industry executive with 25 years of experience and a strong track record for building and growing businesses such as Intermix and Ann Taylor.

The appointment of Ms. Lazarus reflects Global Brands’ strategic focus on Frye as a leading lifestyle brand. For over 150 years, Frye has crafted a rich heritage and strong reputation for producing quality leather products. The brand has a broad appeal to both fashion-conscious consumers attracted by its vintage classic styling as well as those seeking durability and quality. Frye currently has four flagship retail stores in New York City’s Soho neighborhood, Boston, Georgetown and Chicago, as well as a fast-growing online sales platform.

Mr. Bruce Rockowitz, Chief Executive Officer and Vice Chairman of Global Brands Group Holding Limited, stated, “We are excited to welcome proven retail leader Adrienne Lazarus as Frye’s new CEO. Frye is one of the most important brands in our portfolio, and under her powerful leadership, will be positioned to continue its growth as a global lifestyle brand.”

Ms. Lazarus was President of Intermix, a multi-brand fashion retailer, from 2009 until its acquisition by Gap Inc. in 2013. At Intermix, she led the successful repositioning and turnaround of the Company and is widely credited with increasing its sales and appeal to the contemporary fashion consumer. Prior to Intermix, Ms. Lazarus held several executive positions with Ann Taylor, where she was President of the Ann Taylor brand and earlier was instrumental in launching Ann Taylor Loft and growing it to a 500+ door retailer with over US\$1 billion in sales. She began her career with May Department Stores and has recently served as a consultant to the retail industry.

Mr. Dow Famulak, President of Global Brands Group Holding Limited, added, “Adrienne is a highly regarded executive with a successful 25-year track record of growing retail businesses and brands. Her ability to relate to consumers, craft a strong brand and marketing vision, and lead dynamic teams will be instrumental in achieving our ambitious goals for Frye.”

Ms. Adrienne Lazarus commented, “I am deeply honored to have the opportunity to lead Frye, a truly iconic brand with an incredibly rich history and which is uniquely positioned to become the next American global lifestyle brand. Frye is the second oldest brand in the U.S.;



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its authentic American values and deep heritage give it a unique and differentiated position in the marketplace, and create a powerful connection with consumers around the world. We have a very exciting runway ahead of us, as we accelerate Frye's current momentum by interpreting the brand's enduring strengths through a modern lens, with fresh new products and a dynamic retail and omnichannel experience. I have been entrusted with leading a brand that represents both an inspiring legacy and a bright future, and I look forward to working with the team at Frye and Global Brands to write the next exciting chapter in the Frye story."

– Ends –

About Global Brands Group Holding Limited

Global Brands Group Holding Limited (SEHK Stock Code: 787) 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.

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