

For Immediate Release

ABG and Global Brands Announce Long-Term Licensing Agreement for Jones New York

Hong Kong/New York, 4 June, 2015 – Authentic Brands Group, LLC (“ABG”), owner of a global portfolio of fashion, sports, celebrity and entertainment brands, and 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, today jointly announced the signing of a long-term licensing agreement for the iconic American fashion brand, Jones New York.

“We are very pleased to be partnering with Global Brands, as their extensive design expertise, prominent retail relationships, and global distribution capabilities will be instrumental in helping Jones New York reclaim its position as the leading professional, tailored brand,” said Mr. Jamie Salter, Chairman and Chief Executive Officer of ABG.

The long-term licensing agreement sees Jones New York joining Global Brands’ extensive portfolio of fashion and lifestyle brands. Under the agreement, Global Brands will design, produce, and distribute products across multiple categories including womenswear, menswear, kidswear, accessories, and footwear. ABG is developing an omni-channel marketing strategy to activate the brand with new creative, messaging, and key initiatives across all media channels including social, digital, print, out-of-home, in-store, and public relations.

Mr. Bruce Rockowitz, Chief Executive Officer and Vice Chairman of Global Brands Group Holding Limited, said, “We are delighted to build on our longstanding strategic partnership with ABG, which already includes other strong performing brands such as Juicy Couture and Spyder. Jones New York is a welcome addition to Global Brands’ portfolio, and we are excited to be working with ABG to redefine and expand this enduring classic.”

Recently acquired by ABG, Jones New York is an esteemed American brand renowned for its reputation of excellence in design, quality, and style. With an active and loyal consumer following, today the brand drives close to US\$1 billion in retail sales across department stores in the United States as well as key international markets including Canada, Europe, the Middle East, and Latin America.

Mr. Dow Famulak, President of Global Brands Group Holding Limited, said, "Jones New York has established a firm position as a popular and well-regarded American brand. We are excited to leverage Global Brands' strong retail relationships, innovative design skills, and distribution across all of our diverse product categories, and intend to work closely with ABG to distribute Jones New York products through various retail channels."

The first range of Jones New York products produced in collaboration with Global Brands will launch in Fall 2016.

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About Authentic Brands Group, LLC:

Authentic Brands Group owns a global portfolio of iconic fashion, sports, celebrity, media and entertainment brands. In conjunction with Leonard Green & Partners, ABG's mandate is to acquire, develop, and build long-term value in consumer, celebrity, and media brands. Headquartered in New York City, ABG's mission is to further enhance brand equity through partnering with best-in-class licensees and retailers. ABG's global portfolio of world-renowned brands includes Marilyn Monroe®, Mini Marilyn®, Muhammad Ali®, Michael Jackson® (managed brand), Elvis Presley®, Jones New York®, Juicy Couture®, Judith Leiber®, Adrienne Vittadini®, Taryn Rose®, Hickey Freeman®, Hart Schaffner Marx®, Palm Beach®, Misook®, Prince®, Spyder®, Airwalk®, Above The Rim®, Vision Street Wear®, Hind®, Ektelon®, Viking®, Bobby Jones®, TapouT®, and Sportcraft®. www.abg-nyc.com.

About Global Brands:

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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