



GLOBAL BRANDS
GROUP

For Immediate Release

**Global Brands Appoints Jason Weisenfeld as President of Seven Global
*Luxury & Lifestyle Brand Building Executive to Lead Growth of
David Beckham Brand***

Hong Kong, 10 June, 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, today announced that Jason Weisenfeld has been named President of Seven Global, its recently announced joint venture with David Beckham and Simon Fuller. Mr. Weisenfeld brings more than 25 years of expertise in building luxury and lifestyle brands including Coach, Inc., Net-a-Porter and Versace.

“We are very pleased to have Jason lead this exciting venture, as he brings a proven track record in building world-class brands, from launching new businesses, to advising prestigious brands and fashion industry icons on their development,” said Mr. Bruce Rockowitz, Chief Executive Officer and Vice Chairman of Global Brands Group Holding Limited. Mr. Dow Famulak, President of Global Brands Group Holding Limited, added, “Jason’s leadership skills and innovative vision will be crucial in achieving our goals for Seven Global.”

As President, Mr. Weisenfeld will oversee the growth of Seven Global, including the continued development of the Beckham brand globally in multiple consumer product categories and expanding the joint venture’s interests by creating large scale global brands in partnership with a number of other high profile iconic sports and entertainment stars and rights holders.

Previously, Mr. Weisenfeld played an instrumental role in the launch of a number of successful brands and businesses including Net-A-Porter and Victoria Beckham, where he was a key member of the original team that launched the brand. Mr. Weisenfeld has a long-standing relationship with the Beckhams, and has worked closely with David on several fashion related initiatives.

“Jason has been a friend and trusted advisor of mine for over 10 years. I have seen his results firsthand, and I am thrilled to bring him on to lead this new business,” said Mr. David Beckham. Mr. Simon Fuller, continued, “We have had great success working with Jason for more than a decade. He understands our vision, and we are excited to bring him back into the fold.”

Mr. Weisenfeld’s extensive experience in business development and collaborations includes Coach Inc., where he most recently served as Senior Vice President, Global Brand Communications and Collaborations. Prior to that, Mr.



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Weisenfeld was a founding partner of Lividini Weisenfeld Partners, where he was responsible for the strategy and brand development of several high profile initiatives including the re-launch of Lord & Taylor, the Elton John AIDS Foundation, and introducing a series of proprietary brands at some of the largest retailers in the U.S. Mr. Weisenfeld previously served as Global Director of Advertising & Communications of Versace and Vice President of Public Relations and Advertising of Barneys New York. He holds a Bachelor of Arts degree from Rutgers University.

Mr. Weisenfeld said, "I am very excited to join this new venture, which brings together the international recognition and power of the David Beckham name, with the strength, resources and global leadership position of Global Brands. This powerful combination will allow us to create a multitude of opportunities across a range of global businesses and brands."

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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 Seven Global:

Seven Global is a recently announced joint venture between Global Brands, David Beckham and Simon Fuller designed to drive the continued development of all consumer product categories around David Beckham and create large scale global brands in partnership with select high profile iconic sports and entertainment stars and rights holders.



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