



For Immediate Release

Global Brands Announces Long Term Licensing Agreement for Buffalo Brands

Furtheres its strategy of expanding its denim platform

Hong Kong, 23 September, 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, today announced the signing of a long-term licensing agreement through 2025 with the joint venture between Iconix Brand Group (NASDAQ: ICON) and Buffalo International (“the JV”) for Buffalo David Bitton brand and with Buffalo International for i Jeans by Buffalo, both iconic denim brands with North American roots. Under the agreement, Buffalo David Bitton and i Jeans by Buffalo will join Global Brands’ extensive portfolio of fashion and lifestyle brands, with Global Brands to design, produce and distribute products across both brands’ core categories.

Bruce Rockowitz, Chief Executive Officer and Vice Chairman of Global Brands Group Holding Limited, said, “With the addition of the Buffalo brands, we have taken another significant step to establish Global Brands as a leader in the denim category. We are focused on categories where we want to be a key player and achieve scale. Denim is one such category which we are excited about and where we see excellent potential for growth. We’re seeing a revival of denim as a fashion essential and believe that it will continue to trend strongly.”

Founded in Montreal, Canada and having a 30-year heritage, the Buffalo brands are known for their long-standing tradition of trend right clothing and accessories of outstanding quality, embraced by fashionable consumers worldwide. The brands are leaders in their respective channels of distribution, offering multiple denim styles and a full fashion collection that spans a range of men’s, women’s and children’s products including denim jeans, pants, shirts, sweaters, jackets, dresses and other apparel, as well as accessories, suits, bags, sleepwear and small leather goods. The products are distributed through multiple channels, including better department stores, as well as fine specialty stores throughout North America.

Gaby Bitton, Chairman, Buffalo International, said, “We are pleased to announce this long term strategic partnership with Global Brands that will both strengthen and solidify the Buffalo David Bitton and i Jeans brands around the world. The JV will continue its extensive marketing support that have helped make the brands leaders in the category.”

Dow Famulak, President and Chief Operating Officer of Global Brands Group Holding Limited, said, “The Buffalo brands are another important addition to our portfolio. In conjunction with adding a beloved fashion brand group to our new and expanded denim platform, the licensing of the Buffalo brands enables us to further strengthen our business in the U.S. and Canada and expand the brands globally. It will allow us to capitalize on our



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product capabilities for all of our licensing partners and brands, as we continue to grow our licensing business.”

This is the second long-term licensing agreement signed by Global Brands in the denim space. The Buffalo Brands signing follows the signing of a similar agreement with the Joe’s brand earlier this month. Together they are part of Global Brand’s strategy to further build out its denim platform.

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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 Buffalo David Bitton:

Buffalo David Bitton® is an internationally renowned lifestyle brand. Founded in 1985, Buffalo branded apparel and accessories can be found in better department and specialty store locations around the world. Buffalo is committed to its heritage of making the best quality fashion for men, women and children.

About Iconix Brand Group, Inc.

Iconix Brand Group, Inc. owns, licenses and markets a growing portfolio of consumer brands including: CANDIE’S (R), BONGO (R), BADGLEY MISCHKA (R), JOE BOXER (R), RAMPAGE (R), MUDD (R), MOSSIMO (R), LONDON FOG (R), OCEAN PACIFIC (R), DANSKIN (R), ROCAWEAR (R), CANNON (R), ROYAL VELVET (R), FIELDCREST (R), CHARISMA (R), STARTER (R), WAVERLY (R), ZOO YORK (R), SHARPER IMAGE (R), UMBRO (R), LEE COOPER (R), ECKO UNLTD. (R), MARC ECKO (R) and STRAWBERRY SHORTCAKE (R). In addition, Iconix owns interests in the ARTFUL DODGER (R), MATERIAL GIRL (R), PEANUTS (R), ED HARDY (R), TRUTH OR DARE (R), BILLIONAIRE BOYS CLUB (R), ICE CREAM (R), MODERN AMUSEMENT (R), BUFFALO (R), NICK GRAHAM (R) and PONY (R) brands. The Company licenses its brands to a network of leading retailers and manufacturers that touch every major segment of retail distribution from the luxury market to the mass market in both the U.S. and worldwide. Through its in-house business development, merchandising, advertising and public relations departments, Iconix manages its brands to drive greater consumer awareness and equity.



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