



For Immediate Release

KATY PERRY PARTNERS WITH GLOBAL BRANDS GROUP TO LAUNCH KATY PERRY FOOTWEAR

(New York, August 16, 2016) Global Brands Group today announced that it has entered into an exclusive partnership with Katy Perry to develop an eponymous footwear collection, working closely with the iconic global popstar to bring her creative vision to life.

Designed for women seeking Katy's bold and glamorous style, Katy Perry Footwear will include a wide assortment ranging from casual sandals and colorful sneakers to playful stilettos and sophisticated pumps. The collection was unveiled to retailers at FFANY in New York August 2nd – 4th, and will launch globally in major department stores, specialty stores and e-commerce in February 2017. Prices will range from \$59 to \$299.

"It's been a creative goal of mine to be a real contributor in the affordable fashion space. Launching a footwear collection felt like a natural first step for me. After years of investigating and researching partnerships to find the right fit for the debut of my line, I found that Global Brands most resonated with my artistic ideas. They understand my vision, my eye for detail, and have the international reach and resources to bring my canvas of ideas to life."

"In addition to being one of the biggest music icons of today, Katy Perry is an incredibly talented and creative individual, whose style and confidence speak to women around the world," said Jason Rabin, President & CMO North America of Global Brands Group Holding Limited.

The Katy Perry Footwear Spring 2017 collection features sleek, futuristic materials such as lucite and vinyl, mixed with metallic hues, floral prints and novel combinations of textures, materials and embellishments.

"We are very excited to debut Katy Perry Footwear," said Jimmy Gabriel, Global Brands Group President of Footwear. "The collection highlights Katy's signature style, with unique, standout details within several distinct themes that we believe will resonate with consumers on a global level."

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 and fashion accessories companies. The Group designs, develops, markets and sells products under a diverse array of owned 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. In addition, the Group is the global leader in the brand management business through its joint venture brand management company, CAA-GBG Brand Management Group.

For more information, please visit the corporate website:
www.globalbrandsgroup.com.