



GLOBAL BRANDS
GROUP

KENNETH COLE

For Immediate Release

Kenneth Cole and Global Brands Announce Licensing Agreement

Hong Kong / New York – June 23, 2016 – Kenneth Cole Productions, Inc. and 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 announced today that they have entered into a U.S. licensing agreement for men’s, women’s, and children’s apparel as well as handbags under the labels Kenneth Cole New York, Kenneth Cole Reaction, and Unlisted, A Kenneth Cole Production.

“As we continue to grow and evolve the Kenneth Cole brand around the world we are excited to partner with a global leader like Global Brands, with vast design, distribution, operational, and sourcing capabilities, to better service our growing brand footprint,” said Marc Schneider, Chief Executive Officer of Kenneth Cole Productions. “We are excited about this partnership and the growth opportunities it affords us in these categories of our business.”

“Kenneth Cole and his brand, has defined the standard for New York style and social consciousness for more than three decades,” said Jason Rabin, President of North America and Chief Merchandising Officer of Global Brands Group Holding Limited. “We believe that the Kenneth Cole brand has tremendous potential to resonate with consumers far beyond levels it is currently reaching. We are excited to work with the Kenneth Cole team and to add this iconic American brand to our growing portfolio and look forward to taking it to new phases of growth.”

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About Kenneth Cole Productions, Inc.

Kenneth Cole is an American designer, social activist, and visionary who believes business and philanthropy are interdependent. His global company, Kenneth Cole Productions, creates modern, functional, clothing, shoes, and accessories for inspirational urban lifestyles under the brand names Kenneth Cole New York, Kenneth Cole Reaction and Unlisted, as well as footwear under the name Gentle Souls. The company has also granted a wide variety of third party licenses for the production of men's and women's apparel, fragrances, watches, jewelry, eyewear, and several other accessory categories, including children's footwear. The company's products are distributed through department stores, better specialty stores, company-owned retail stores and its e-commerce website. Over 30 years ago, Kenneth Cole leveraged his passion and unique brand platform to make a meaningful impact on people's wardrobes, as well as communities in need. He did what others didn't and said what others wouldn't. Today, The Kenneth Cole Foundation remains committed to helping communities in need by supporting Collective Health, Civil Liberties, and Artistic Activism.



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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.

The Group is also engaged in the brand management business and is the world's leading brand extension company, offering decades of expertise in expanding its client' brand assets into new product categories, new geographies and retail collaborations, as well as assisting in distribution of licensed products on a global basis. The brand management business represents more than 100 clients across lifestyle, fashion, entertainment and sports.

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

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