



For Immediate Release

**GLOBAL BRANDS GROUP AND KATY PERRY
FORM JOINT VENTURE**

**Expanded Partnership to Build a Global Brand
Following Spring 2017 Footwear Collection Launch**

Hong Kong/New York (September 7, 2016) – Global Brands Group Holding Limited (“Global Brands”; SEHK Stock Code: 787), one of the world’s leading branded apparel, footwear, and fashion accessories companies, today announced a new joint venture with Katy Perry. Expanding on the recent partnership to develop a Katy Perry footwear collection, the joint venture will be formed with the aim of growing the Katy Perry brand into new consumer product categories. As the first category to launch, the footwear collection will be available in the U.S. and internationally for spring 2017.

Since Katy Perry first burst onto the scene in 2008, she has built a powerful name for herself globally, with this comes the power to influence and set trends. The joint venture will capitalize on Katy’s creative vision, global reach and audience connection, as well as Global Brand’s expertise in building brands across all consumer product categories and its strong global relationships with distributors and retailers.

“I am creatively stimulated and energized to be a real contributor in the affordable shoe industry. I believe your shoes can be the punctuation to your personality, and therefore I created a whole line of shoes that includes individualistic, colorful, dynamic designs for everyone, especially those who want to experiment with taking a bold step forward. I’m excited that Global Brands Group is my partner because they hear and trust my vision, and bring expertise and knowledge that I’m absorbing and applying in a smart and creative way,” said Katy Perry. “Our footwear partnership is a strong foundation for endless opportunities as we explore the next natural design branches together.”

Bruce Rockowitz, Chief Executive Officer and Vice Chairman of Global Brands Group Holding Limited, said, “Katy Perry is one of the most popular and well recognized personalities in the world. She pushes boundaries professionally and stylistically, setting trends along the way. We are extremely pleased about the positive response we have already received around the footwear collection, and look forward to the exciting opportunities this expanded partnership has to offer.”

“In addition to her music, Katy Perry’s unique signature and individual style is followed by loyal and passionate fans around the world. This provides an ideal foundation for a successful brand,” said Jason Rabin, President of North America and Chief Merchandising Officer of Global Brands Group Holding Limited.

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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 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.

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