



March 23, 2015

## **G-III Apparel Group and Genesco Enter into Footwear License for G.H. Bass**

NEW YORK--(BUSINESS WIRE)-- G-III Apparel Group, Ltd. (NASDAQ:GIII) ("the Company") and Genesco Inc. (NYSE: GCO) announced today that they have entered into a wholesale license agreement for Genesco to design, distribute, and market G.H. Bass men's and women's footwear in the United States and Canada. The line will be shown to the trade this summer. First shipments are expected for the Spring 2016 season, with distribution through better department and specialty stores.

Jeff Goldfarb, G-III's Director of Business Development, commented, "G.H. Bass is an iconic American brand and we are excited about the opportunity to build upon the Bass heritage with a best-in-class partner like Genesco. We believe Genesco's expertise and market leadership in footwear is a perfect complement to our G.H. Bass team."

Andy Gilbert, President of Genesco's licensed brands, commented, "G.H. Bass has the consumer recognition and the growth potential, both with the G.H. Bass retail stores and in the wider wholesale marketplace, to become a meaningful addition to our diversified portfolio of owned and licensed brands. We are looking forward to working with our partners at G-III to position the G.H. Bass brand as one of the premiere global lifestyle brands in the market today."

This agreement marks the fourth licensing agreement G-III has signed since purchasing the G.H. Bass brand in 2013. The Company also currently has agreements with PVH Corp. (NYSE: PVH) for wholesale distribution of men's sportswear and with Overland Shoes Limited for wholesale distribution of men's, women's and children's footwear throughout Europe, as well as for operation of retail stores throughout Europe.

The Company intends to continue to revitalize and build the G.H. Bass heritage brand through improved assortments in its chain of 156 outlet stores and additional category licenses with strong partners. G-III also intends to use its in-house expertise to produce certain key categories for Bass, including its planned launch of Bass women's apparel for delivery in Fall 2015.

### **About Genesco**

Genesco Inc., a Nashville-based specialty retailer, sells footwear, headwear, sports apparel and accessories in more than 2,820 retail stores and leased departments throughout the U.S., Canada, the United Kingdom and the Republic of Ireland, principally under the names Journeys, Journeys Kidz, Shi by Journeys, Schuh, Schuh Kids, Lids, Locker Room by Lids, Lids Clubhouse, Johnston & Murphy, and on internet websites [www.journeys.com](http://www.journeys.com), [www.journeyskidz.com](http://www.journeyskidz.com), [www.shibyjourneys.com](http://www.shibyjourneys.com), [www.schuh.co.uk](http://www.schuh.co.uk), [www.johnstonmurphy.com](http://www.johnstonmurphy.com), [www.lids.com](http://www.lids.com), [www.lids.ca](http://www.lids.ca), [www.lidslockerroom.com](http://www.lidslockerroom.com), [www.lidsteamsports.com](http://www.lidsteamsports.com), [www.lidsclubhouse.com](http://www.lidsclubhouse.com),

[www.trask.com](http://www.trask.com), [www.suregripfootwear.com](http://www.suregripfootwear.com) and [www.dockersshoes.com](http://www.dockersshoes.com). The Company's Lids Sports Group division operates the Lids headwear stores, the Locker Room by Lids and other team sports fan shops and single team clubhouse stores, and the Lids Team Sports team dealer business. In addition, Genesco sells wholesale footwear under its Johnston & Murphy brand, the Trask brand, the licensed Dockers brand, SureGrip, and other brands. For more information on Genesco and its operating divisions, please visit [www.genesco.com](http://www.genesco.com).

### **About G-III Apparel Group, Ltd.**

G-III is a leading manufacturer and distributor of; outerwear, dresses, sportswear, swimwear, women's suits, women's performance wear, footwear, luggage, women's handbags, small leather goods and cold weather accessories under licensed brands, -owned brands and private label brands. G-III sells swimwear, resort wear, and related accessories under our own Vilebrequin brand. G-III also sells outerwear, dresses, and performance wear under our own Andrew Marc and Marc New York brands, and has licensed these brands to select third parties in certain product categories. G-III has fashion licenses under the Calvin Klein, Kenneth Cole, Cole Haan, Guess?, Tommy Hilfiger, Jones New York, Jessica Simpson, Vince Camuto, Ivanka Trump, Ellen Tracy, Kensie, Mac & Jac, Levi's and Dockers brands. Through our team sports business, we have licenses with the National Football League, National Basketball Association, Major League Baseball, National Hockey League, Touch by Alyssa Milano and more than 100 U.S. colleges and universities. Our other owned brands include Bass, G.H. Bass, G-III Sports by Carl Banks, Eliza J, Black Rivet, Jessica Howard and Winlit. G-III also operates retail stores under the Wilsons Leather, Bass, G.H. Bass & Co., Vilebrequin, Calvin Klein Performance and Andrew Marc names.

Statements concerning G-III's business outlook or future economic performance, anticipated revenues, expenses or other financial items; product introductions and plans and objectives related thereto; and statements concerning assumptions made

or expectations as to any future events, conditions, performance or other matters are "forward-looking statements" as that term is defined under the Federal Securities laws. Forward-looking statements are subject to risks, uncertainties and factors which include, but are not limited to, reliance on licensed product, reliance on foreign manufacturers, risks of doing business abroad, the current economic and credit environment, the nature of the apparel industry, including changing customer demand and tastes, customer concentration, seasonality, risks of operating a retail business, customer acceptance of new products, the impact of competitive products and pricing, dependence on existing management, possible disruption from acquisitions and general economic conditions, as well as other risks detailed in G-III's filings with the Securities and Exchange Commission. G-III assumes no obligation to update the information in this release.

G-III Apparel Group, Ltd.  
Neal Nackman, 212-403-0500  
Chief Financial Officer  
or  
Investor Relations:  
ICR, Inc.  
James R. Palczynski, 203-682-8229

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