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G-III Sports and Tonight Show Host Jimmy Fallon to Collaborate on Hands High, a New Sports Apparel Line to Launch This Month

New Licensed Sports Apparel Features Logos and Designs from NFL, NBA, MLB and NHL Teams That Will Be Located Under a Fan's Arms

NEW YORK--(BUSINESS WIRE)-- G-III Apparel Group, Ltd. (Nasdaq GS:GIII), a leading manufacturer and distributor of apparel and accessories, today announced the launch of Hands High - a new licensed sports apparel line inspired by Tonight Show host and comedian, Jimmy Fallon. Hands High will feature professional team logos from the NFL, NBA, MLB and NHL that will be located in a new place— under a fan's arms. Hands High will be available this month at retailers throughout the country, as well as at official team and stadium shops and official league websites.

Realizing that sports fans spend a great deal of their time during games cheering and high fiving, Fallon's concept sparked a new partnership with G-III. Fallon worked with the G-III design and sales team on all aspects of the project. The Hands High apparel is designed to provide sports fans with a fun, distinctive - and memorable - way to show their support for their favorite teams.

Morris Goldfarb, Chairman and Chief Executive Officer of G-III, commented, "To have a truly new, compelling idea in the fashion arena is rare. We are excited about this new product line, which we believe will be a complementary addition to our team sports business. We look forward to partnering with Jimmy Fallon with respect to the Hands High concept and other ideas in the future."

Jimmy Fallon, said, "I'm so excited to team with G-III who took my vision and made it a reality. Hands High will fire up crowds to cheer with their hands in the air and bring the thrill of the game to a whole new level of fun."

Hands High will initially consist of men's tee shirts, long sleeves tops, zip hoodies and pullover sweatshirts, with team branded graphics only visible when fans have their hands in the air. In addition to logos under-the-arms, Hands High merchandise will feature team logos and other design elements on the front. Following the launch of men's product in October, G-III has plans to expand the Hands High collection with additional women's and youth apparel. The launch will be supported by an integrated media and marketing program that builds brand awareness with new and existing customers.

About G-III Apparel Group, Ltd.

G-III is a leading manufacturer and distributor of outerwear, dresses, sportswear, swimwear, women's suits and women's performance wear, as well as footwear, luggage and women's handbags, small leather goods and cold weather accessories, under licensed brands, our own 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, Karl Lagerfeld, Kenneth Cole, Cole Haan, Guess?, Tommy Hilfiger, Jones New York, Jessica Simpson, Vince Camuto, Ivanka Trump, Ellen Tracy, Kensie, 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 and Jessica Howard. G-III also operates retail stores under the Wilsons Leather, Bass, G.H. Bass & Co., Vilebrequin and Calvin Klein Performance 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.

JIMMY FALLON BIO:

Jimmy Fallon is a television host, comedian, actor, singer, musician and producer. He is the host of the legendary late-night talk show, "The Tonight Show Starring Jimmy Fallon." Since Fallon took over as host in February 2014, "The Tonight Show Starring Jimmy Fallon" has dominated the late-night landscape versus all time-slot competition, winning in total viewers, the 18-49 demo and all other key ratings categories. Fallon puts his own stamp on the late-night franchise with his unique comedic wit, on-point pop culture awareness, welcoming style and impeccable taste in music with the award-winning house band, The Roots. "The Tonight Show Starring Jimmy Fallon" is America's #1 late-night talk show. A four-time Emmy and Grammy Award winner, Fallon recently released his third book, "Your Baby's First Word Will Be Dada," a children's book, which debuted at Number One on the NY Times Bestseller List.

Fallon began his TV career with "Saturday Night Live" in 1998, where he quickly became an audience favorite. Known for his spot-on impressions, hilarious sketches and his stint with Tina Fey as co-anchor of "Weekend Update," Fallon spent six successful years on the show. In March 2009, he returned to NBC and took over the "Late Night" legacy with "Late Night with Jimmy Fallon," a show that consistently garnered attention for its viral videos, celebrity games and A-list guests. Fallon and his wife, Nancy, live in New York City with their daughters, Winnie Rose and Frances Cole

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