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## **Sequential Brands Group Announces New Footwear and Intimate Apparel Licensees for Joe's Brand**

### **New Categories All Launching In 2017**

NEW YORK, Jan. 26, 2017 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG) ("Sequential" or the "Company") announced today multiple new categories for its lifestyle brand Joe's including footwear and intimate apparel.

Beginning Spring '17, the Company is launching a full line of men's and women's footwear in partnership with ACI International, a distinguished global footwear distributor. The footwear collection will feature dress shoes, sneakers and boots.

In addition, the company signed a new agreement with leading apparel manufacturer ESP Group, LTD. to develop and launch a collection of intimate apparel featuring men's and women's underwear, sleepwear, and loungewear for Fall '17. The new category extensions will debut in Joe's retail stores and e-commerce site, and then roll out to stores nationwide.

"In just over a year of having Joe's in Sequential's platform, we have grown the core business together with Global Brands Group, successfully introduced a collection of handbags and eyewear, and featured top talent Bella Hadid in our ad campaign. We are excited to continue this trajectory with the launch of these categories," said Jameel Spencer, Fashion Division President at Sequential.

Joe Dahan, Founder of Joe's Jeans added, "Sequential continues to position Joe's for global growth. It's an exciting time for our company and the addition of these new categories strengthens our brand in the market."

Joe's is available coast to coast at fine department stores and specialty boutiques in the USA including Nordstrom, Saks Fifth Avenue and Neiman Marcus, and internationally. In addition, Joe's has 18 free standing boutiques located in top USA markets such as New York, Los Angeles, and Miami.

Founded in 2001 by Creative Director Joe Dahan, Joe's redefines everyday style with its inherently LA sensibility and distinctive rock + roll point-of-view. With an emphasis on offering the perfect fit for everybody, the brand takes a revolutionary approach to denim and sophisticated classics, incorporating the very latest in technology to offer product that is beautiful, innovative and fits flawlessly.

### **ABOUT SEQUENTIAL BRANDS GROUP, INC.**

Sequential Brands Group, Inc. (Nasdaq:SQBG) owns, promotes, markets, and licenses a portfolio of consumer brands in the home, active, and fashion categories, which includes the Joe's brand. Sequential seeks to ensure that its brands continue to thrive and grow by employing strong brand management, design and marketing teams. Sequential has licensed and intends to license its brands in a variety of consumer categories to retailers, wholesalers and distributors in the United States and around the world. For more information, please visit Sequential's website at: [www.sequentialbrandsgroup.com](http://www.sequentialbrandsgroup.com). To inquire about licensing opportunities, please email: [newbusiness@sbg-ny.com](mailto:newbusiness@sbg-ny.com).

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