

February 9, 2017

## Joe's Teams Up with Top Model Taylor Hill and Unveils New Spring 2017 Ad Campaign

LOS ANGELES, Calif., Feb. 09, 2017 (GLOBE NEWSWIRE) -- Joe's unveiled its newest ad campaign starring top model and social media influencer Taylor Hill. The campaign marks the launch of a long-term partnership which features Taylor Hill as the new face of Joe's in addition to a series of capsule collections, which she will co-design with the brand.

Photos accompanying this announcement are available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/f5a52052-822b-44ad-a3af-e0b7e29ef7e5>  
<http://www.globenewswire.com/NewsRoom/AttachmentNg/a36e5f11-e9a5-481f-899a-fb2d795a6c9a>

The Joe's Spring '17 campaign was shot by photographer and director Mario Sorrenti and styled by George Cortina in New York City. The creative team, led by Joe's Founder and Creative Director Joe Dahan set out to depict a fresh and authentic vibe, highlighting the label's newest denim silhouettes, knits, and outerwear offerings for women.

"As soon as we saw Taylor we knew she embodied the ultimate Joe's girl - confident, feminine, and strong with a bit of rebellion," explained Joe Dahan. "Beyond being the face of our brand, we are very much enjoying collaborating with her on the creative projects we have in the works that we will be unveiling later this spring."

Suzy Biszantz, President and CEO of Joe's added, "This is the first-time Joe's is doing a capsule collection and we are thrilled to team up with Taylor. She brings a tremendous amount of energy and passion for craftsmanship, design and fabric and is the perfect partner to bring Joe's newest offerings to life."

The Spring campaign highlights the newest denim fits and washes from the label, which are available at leading retailers including Nordstrom, Saks Fifth Avenue, Bloomingdale's and Neiman Marcus as well as at Joe's freestanding boutiques and online at [joesjeans.com](http://joesjeans.com).

"I'm super excited about the campaign launch," said Hill. "Working with the team, and of course, Mario, has been an awesome process, and it's amazing to see it live!"

Among the styles Taylor is photographed wearing are the Charlie high rise skinny crop jeans in Neelam wash and the Naomi tank in White Fawn paired with Cut-Off Shorts in Thula wash.

Jameel Spencer, Fashion Division President at Sequential Brands Group (Nasdaq:SQBG), owner of the Joe's brand stated, "Our partnership with Taylor allows us to tap into the new generation of super focused, modern women and at the same time continue to grow the Joe's brand by introducing incredible product and compelling content that speaks to our core consumer."

Joe's Spring campaign will launch in March across multiple digital platforms and outdoor advertising will run in Los Angeles, New York and Chicago. A campaign film and additional creative content will be featured on [joesjeans.com](http://joesjeans.com).



Joe's Spring 2017 Ad featuring Taylor Hill wearing the Charlie high rise skinny crop jeans in Neelam wash.



Joe's Spring '17 Ad featuring Taylor Hill wearing the Naomi tank in White Fawn paired with Cut-Off Shorts in Thula wash.

## ABOUT JOE'S

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.

 Joe's logo

A global brand, Joe's is available coast to coast at fine department stores and specialty boutiques in the USA and internationally. In addition, Joe's has 18 company-owned boutiques located in top domestic markets such as New York, Los Angeles and Miami.

Website: [joesjeans.com](http://joesjeans.com) // Instagram: @joesjeans

## 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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 Primary Logo

Source: Sequential Brands Group

News Provided by Acquire Media