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Joe's Launches Newest Men's Campaign Featuring NFL Star Julian Edelman

LOS ANGELES, April 11, 2017 (GLOBE NEWSWIRE) -- Joe's unveiled its latest campaign today, starring New England Patriots wide receiver Julian Edelman. The campaign marks the launch of Edelman's newest role as Global Brand Ambassador for Joe's, a position he will hold through 2018.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/bc288a25-fa52-4230-b9b5-32609dd48cb0>

"I am excited to be partnering with an incredible denim brand like Joe's as the clothes are very much in line with what I like — refined, with great design," said Edelman. "The Joe's men's collection has everyday pieces from jeans to jackets that I can dress up or down, but the brand's innovative use of fabric is really what sets it apart. Working with Joe's has been a fantastic experience and I'm looking forward to representing the brand as Global Ambassador over the next year."

For Joe's 2017 seasonal offerings, Founder and Creative Director Joe Dahan set out to create a fresh and authentically masculine collection, focusing on the label's newest denim silhouettes, knits, and outerwear offerings for men. Shot by photographer Naj Jami and styled by Zoe Costello, Edelman wears Joe's The Söder Slim cropped trouser in Tan with a New School cutoff in Grey.

Selecting Edelman for the role of Global Brand Ambassador was an easy choice explained Dahan, "I met Julian and immediately knew he would be the ideal fit for our newest Joe's campaign. A native Californian, Julian's look is laid back; that being said, he doesn't shy away from edginess - a slimmer denim, a leather jacket... Beyond the fact that our aesthetic aligned, working with an athlete, especially one of Julian's caliber, has given us a platform to show the full range of our new Kinetic collection. Kinetic is Joe's take on stretch denim, an ideal style for men, like Julian, who want a performance stretch jean that still has a rigid appearance."

Joe's campaign featuring Edelman, showcases the all-star athlete in the newest denim fits and washes from the label for the upcoming '17 season. Among the styles Edelman is photographed wearing throughout the campaign include the Kinetic Jeans in Griffith, Nuhollis and Lawler, The Hopkins trouser jean, the Wintz henley and the Moto Suede Jacket in Navy.

"We are thrilled that Julian has joined Joe's roster of campaign stars alongside Taylor Hill, the new face of our women's collection," said Jameel Spencer, Fashion Division President at Sequential Brands Group, owner of the Joe's brand. "Julian embodies the Joe's brand spirit and adds his confidence and style on and off the field to our men's collection."

The campaign will launch May 2017 across multiple print and digital platforms and outdoor advertising will run in Los Angeles, New York and Boston. In tandem with Julian's ambassadorship, Joe's has partnered with model Taylor Hill as the face of Joe's women's and as a collaborator on a series of capsule collections.

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.

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 boutiques located in top domestic markets such as New York, Los Angeles and Miami.

Website: 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. To inquire about licensing opportunities, please email: newbusiness@sbg-ny.com.

The photo is also available at Newscom, www.newscom.com, and via AP PhotoExpress.

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