



Iconix Brand Group Announces License Agreement With HSN to Launch American Glamour Badgley Mischka Collection

- Legendary Designers Debut New Collection Live on HSN During Two-Hour Prime-Time Special Nov 17 -

NEW YORK, Oct 08, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Iconix Brand Group, Inc. (Nasdaq: ICON) ("Iconix" or the "Company"), today announced that the Company's luxury brand Badgley Mischka(R) will be partnering with HSN, a leading interactive lifestyle network and retail destination. Badgley Mischka will launch its exclusive American Glamour collection with HSN during a special two-hour prime-time show featuring Mark Badgley and James Mischka live on the shopping network at 9 PM on November 17.

American Glamour will bring the luxury aesthetic of Badgley Mischka to everyday, attainable fashion. The collection will include apparel, accessories and jewelry at accessible price points. Retail prices will range from \$39 to \$499. The exclusive new line will convey the key elements of glamour and sophistication that Badgley Mischka is famous for to classic essentials that can transition from day to evening.

Mark Badgley and James Mischka stated, "We are very pleased to be launching American Glamour with HSN. It is exciting to be able to reach out directly to both existing and new customers and offer them glamorous and chic pieces that transition from day to evening easily and are quintessentially Badgley Mischka."

Neil Cole, Chairman and CEO, Iconix stated, "We look forward to working with HSN on this licensing agreement for American Glamour. Mark and James are incredibly talented and we are confident that the collaboration will be a positive one for both HSN and Iconix."

Mindy Grossman, CEO of HSN, Inc. said, "Badgley Mischka is a leading fashion brand and we are thrilled to have Mark Badgley and James Mischka be a part of the HSN family. Through the partnership with HSN, American Glamour will now provide women access to a brand they may not have been able to consider before. HSN is excited to bring such an innovative and well-recognized design duo to the forefront of the home shopping market."

Over the past twenty years, Badgley Mischka has flourished into a true lifestyle brand recognizable worldwide. To date, the Badgley Mischka label includes: Badgley Mischka Couture, Eveningwear, Mark & James Contemporary Collection, Handbags, Eyewear, Footwear, Accessories, Jewelry, Watches, Swimwear, Fragrance, Home, Bridal and Bridesmaids. Badgley Mischka is sold in the most prestigious stores in the world including Bergdorf Goodman, Neiman Marcus, Saks Fifth Avenue and Holt Renfrew.

The American Glamour line will also be available online at www.hsn.com starting November 15.

Press Contact:
Tara Levy
Iconix Brand Group, Inc.
212-819-2066
tlevy@iconixbrand.com

Sunny Jenkins
HL Group
212-529-5533 x246
sjenkins@hlgrp.com

About Iconix Brand Group:

Iconix Brand Group Inc. (Nasdaq: ICON) owns, licenses and markets a growing portfolio of consumer brands including CANDIE'S (R), BONGO (R), BADGLEY MISCHKA (R), JOE BOXER (R) RAMPAGE (R) MUDD (R), LONDON FOG (R), MOSSIMO (R) OCEAN PACIFIC (R), DANSKIN (R) ROCA WEAR(R), CANNON (R), ROYAL VELVET (R), FIELDCREST (R), CHARISMA (R), STARTER (R) and WAVERLY (R). In addition, Iconix owns an interest in the ARTFUL DODGER (R) and ED HARDY (R) brands. The Company licenses its brands to a network of leading retailers and manufacturers that touch every

major segment of retail distribution from the luxury market to the mass market in both the U.S. and around the world. Iconix, through its in-house advertising, promotion and public relations agency, markets its brands to continually drive greater consumer awareness and equity.

About HSN:

HSN is an interactive lifestyle network and retail destination, offering an assortment of exclusive products combined with top brand names. HSN incorporates experts, entertainment, inspiration, solutions, tips and ideas to provide an entirely unique shopping experience for its customers. On HSN and hsn.com, customers will find exceptional selections in Health & Beauty (e.g. M. Asam, Carol's Daughter, Clarins, FusionBeauty, HoMedics, Italian Beauty, Andrew Lessman's Procaps, Lancome, Serious Skin Care, ybf Cosmetics); Jewelry (e.g. Paula Abdul, Heidi Daus, R.J. Graziano, IMAN Global Chic, michaelLisa, Noir, Rarities: Fine Jewelry With Carol Brodie, Amedeo Scognamiglio, Tori Spelling, Serena Williams); Home/Lifestyle (e.g. Nate Berkus, Bissell, Colin Cowie, Dyson, Todd English, GreenPan with Thermolon, Emeril Lagasse, Joy Mangano, MoMA Design Store, Wolfgang Puck); Fashion/Accessories (e.g. Curations with Stefani Greenfield, Sam Edelman, Loulou de la Falaise, Carlos Falchi, Diane Gilman, Tina Knowles, Adrienne Landau, Sharif); and Electronics (e.g. Canon, Gateway, GE, HP, JVC, Kodak, LG, Sony).

HSN is available across all media including its TV network and online shopping destination hsn.com, which ranks in the top 30 of the top 500 internet retailers. HSN, the original home shopping network, is an operating segment of HSN, Inc. (Nasdaq: HSNI).

SOURCE Iconix Brand Group, Inc.

<http://iconixbrand.com/>

Copyright (C) 2009 PR Newswire. All rights reserved