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Perry Ellis International Announces New Eyewear License for Rafaella

MIAMI, June 05, 2017 (GLOBE NEWSWIRE) -- Perry Ellis International, Inc. (Nasdaq:PERY) announced today it has entered into a license agreement with i-deal Optics Holding, Inc. granting rights to design and distribute ophthalmic eyewear, sunglasses and readers under the Rafaella™ brand in the United States, Canada and Mexico. The new line will be distributed in optical retail stores and other accounts with a product launch scheduled for Spring 2018.

Rafaella is the brand women rely on for fashion that fits and flatters her shape, her sense of style, her life. Since 1982 the brand has managed to successfully dispel the one-size or "one-shape" fits all mindset by offering innovation in fit technique and fashion that is figure-flattering for a wide variety of body types and sizes. Rafaella believes that looking great, means feeling great and by celebrating a woman's individual shape and style, they make it easy for her to feel her most confident and beautiful. This philosophy is epitomized in the, "Fitting is believing" maxim it lives by today.

"We look forward to our partnership with i-deal Optics and to bringing to our loyal consumers eyewear that captures the spirit and femininity of the Rafaella woman. We are delighted to extend the global reach of this iconic brand," remarked George Feldenkreis, Executive Chairman of Perry Ellis International.

"The Rafaella brand aligns perfectly with our strategy and desire to partner with a brand that combines fashion and comfort with a strong value proposition. Rafaella's use of color, embellishment and pattern transfer seamlessly to the optical category and fills a white space opportunity to offer the consumer stylish frames to complement her personal look," commented Michael Feldman, President of i-deal Optics.

For more information about Perry Ellis International, Inc. and the company's entire portfolio of brands, please visit www.PERY.com.

About Perry Ellis International

Perry Ellis International, Inc. is a leading designer, distributor and licensor of a broad line of high quality men's and women's apparel, accessories and fragrances. The Company's collection of dress and casual shirts, golf sportswear, sweaters, dress pants, casual pants and shorts, jeans wear, active wear, dresses and men's and women's swimwear is available through all major levels of retail distribution. The Company, through its wholly owned subsidiaries, owns a portfolio of nationally and internationally recognized brands, including: Perry Ellis®, An Original Penguin® by Munsingwear®, Laundry by Shelli Segal®, Rafaella®, Cubavera®, Ben Hogan®, Savane®, Grand Slam®, John Henry®, Manhattan®, Axist®, Jantzen® and Farah®. The Company enhances its roster of brands by licensing trademarks from third parties, including: Nike® and Jag® for swimwear, and Callaway®, PGA TOUR®, and Jack Nicklaus® for golf apparel. Additional information on the Company is available at <http://www.pery.com>.

About i-deal Optics Holding, Inc.

i-deal Optics is a leading wholesaler of eyewear and sunwear. The company specializes in filling the needs of the eyewear market with innovation, quality and style.

i-deal Optics continually works with their manufacturing partners to produce the highest quality, fully featured, and best finished frames at the most controlled price points possible. The consistency they deliver year after year, along with unrivaled service, makes up the complete package their customers deserve. It is their goal to be the eyewear company that people choose to do business with again and again.

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