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Cubavera Celebrates Latin Culture

Latin Menswear Brand Features Inspiring Stories and Styles behind Top Hispanic Entertainment, Sports and Community Influencers in Web Series dubbed 'Wear Your Heritage'

MIAMI, Oct. 26, 2017 (GLOBE NEWSWIRE) -- Cubavera, Perry Ellis International's Latin menswear brand, celebrates Latin culture with the launch of the Wear Your Heritage web series. The campaign focuses on sharing the individual #SoyLatino stories of influential celebrities, athletes and community leaders and unveils what it is that connects them to their Hispanic culture.

"A company founded in its signature tropical linen guayabera, Cubavera has its Hispanic roots to thank for the success the brand has experienced in the U.S. For that reason, it is important that we celebrate Latin culture and honor our diversity and the significant contributions of our fellow Latinos," said Oscar Feldenkreis CEO and President. "The Wear Your Heritage: #soylatino campaign" is a call to all Latinos, spearheaded by celebrity influencers, to share their #SoyLatino story and how individuals proudly 'wear their heritage' in both their personal and professional lives."

Much like a guayabera tells a story through its unique linen, colors and embroidery, the journey of each Latino is similarly marked by his/her country of origin and individual path. In honor of this journey, the Wear Your Heritage web series, found at <https://www.cubavera.com/features/soy-latino/>, connects Latino icons such as famous Cuban band Orishas, telenovela heartthrob Erick Elias, Univision's Chef James, actors Gabriel Coronel, William Valdez and professional baseball players Jonathan Villar and Jose Berrios to their heritage. Throughout the series, influencers will tell the story of their upbringing, cultural background and how they are breaking barriers in their respective industries as Latinos. Stories of each influencer's journey and childhood memories will culminate with how the Cubavera brand represents the Hispanic journey and lets individuals 'wear their heritage'. The campaign includes a social component with a call to action for Latinos to share their stories with [@Cubavera](https://www.cubavera.com) via the #SoyLatino hashtag.

Further, Cubavera recognizes the strides Hispanics have made in all facets of American culture and in integrating Latino fashion, entertainment and more into mainstream America. Yet, there is a beauty that persists in Latino home countries throughout Latin America and the Caribbean. Cubavera invites Latinos to celebrate Latin culture alongside them.

Follow the web series at <https://www.cubavera.com/features/soy-latino/> where behind-the-scenes clips, a photo gallery, social RSS feed and more can be found! For those wanting to wear guayabera selections made by celebrities, a 'shop the look' component will be made available. To join the conversation, tag [@Cubavera](https://www.cubavera.com) and #SoyLatino on Instagram, Facebook and Twitter.

About Cubavera

The Cubavera brand represents the joy, vibrancy, and color of Cuba's unique flavor of Latin culture that inspires and fascinates everywhere. The Feldenkreis family came from Cuba 50 years ago and brought the smart casual versatility of the guayabera to US clients, with a focus on quality materials, precise tailoring and signature details. In 2000 they transformed these tailoring and design fundamentals into our pioneering Cubavera collection of men's apparel and accessories with Latin roots and American appeal.

Today and tomorrow, everything we make and do at Cubavera is designed to invite our family of fans to Live the Good Life, the Cubavera way. Our Cubavera 'Good Life' brings those same ideals we brought from the guayabera to everyday living: looking great, feeling cool, and putting a little Latin ritmo and tropical sabor into every day, no matter who or where you are. For more information, please visit www.Cubavera.com.

About Perry Ellis International (PEI):

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 and most recently Guy Harvey® for performance fishing and resort wear.

Additional information on the Company is available at <http://www.pery.com>.

For more information, please visit www.Cubavera.com.

Media Contacts

Melissa Lopez

mlopez@pintausa.com

305.615.1111 ext.186

Nicolle Lopez

nlopez@pintausa.com

305.615.1111 ext. 182