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## Rafaella® signs Brand Ambassador, Heather Monahan

MIAMI, Dec. 20, 2017 (GLOBE NEWSWIRE) -- (Nasdaq:PERY) -- Rafaella® launches partnership with women's empowerment expert, Heather Monahan. The brand offers a full range of lifestyle apparel including figure flattering designs with easy care and innovative fabrics available in petite, missy and plus collections ranging in sizes from 4 to 22. This collaboration reinforces the brand's commitment to diversity and confidence building. "Rafaella believes that looking great means feeling great and embracing a woman's individuality and shape. Heather has an unparalleled ability to connect with women and encourages them to profess their confidence and appearance in every aspect of their life. She is the ideal brand ambassador," stated Oscar Feldenkreis, CEO and President.

As the founder of *Boss in Heels* and *The Monahan Method*, Heather Monahan is a multimedia force empowering women to use their unique attributes to achieve success in all aspects of their lives. Through her inspiring speaking engagements, interviews and advice columns, Heather uses her gift of storytelling to share the tireless passion and hard-won wisdom that have enabled her to work her way up the corporate ladder and embark on a journey of entrepreneurship. "There is a direct link between clothing and confidence, and in the world that we live in today, it is no secret that every woman needs to own her confidence, voice, and image to help change the world. I'm thrilled to have the chance to bring this message to women through the Rafaella brand's fit and design aesthetic," stated Heather Monahan.

Heather's relatable journey as a working single mother, and the truth about her struggles along the way, have led to her becoming a PopSugar.com contributor and gaining coverage and accolades from *Bustle*, *Refinery29*, *Business Insider*, *Dow Jones*, *Moneyish*, *Women's Health*, *Working Mother* and *The Miami Herald*. Heather is also a Glass Ceiling Award Winner and was recently named one of the 40 Most Influential Women in Radio. She has served on the board of City Year Miami for 7 years. Her warm, engaging and honest advice can be heard in her Elvis Duran Show interview on [iheartradio.com](http://iheartradio.com), and read on [usatoday.com](http://usatoday.com). Heather's book on confidence is slated for publication in January 2018.

For more information about Perry Ellis International, Inc. and the company's entire portfolio of brands, please visit [www.PERY.com](http://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 and Guy Harvey® for performance fishing and resort wear. Additional information on the Company is available at <http://www.pery.com>.

### About Rafaella®

Rafaella® is the brand women rely on for fashion that fits and flatters their shape, their sense of style, their life. Launched in 1982, Rafaella was initially known for its "perfect fitting pant" and has evolved into a successful lifestyle collection of on-trend and ready-to-wear styles that take women from work to play and everywhere in between.

Rafaella understands there is a direct correlation between feeling beautiful and being confident. Each collection strikes the right balance between fashion and ease of wear, enabling women to look great without compromising comfort.

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