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Perry Ellis International Announces Eyewear License Agreement for Farah Brand

MIAMI, Feb. 27, 2018 (GLOBE NEWSWIRE) -- Perry Ellis International (Nasdaq:PERY) announced today that it has entered into a license agreement with INSPECS Group for men's ophthalmic glasses and sunglasses under the Farah® brand. The new collection will launch in optical retail channels, boutique independent opticians and larger optical retail chains. Sunglasses distribution will be spearheaded via the travel retail sector alongside Farah's existing key retail partners and department stores. The new Farah eyewear collection will be available to view from the international eyewear platform of MIDO Milan. Farah eyewear product will be in stores from Q4 2018.

The Farah brand is rooted in rich heritage and bolstered by street credibility, leveraging creative ambassadors to drive success. These extraordinary individuals are empowered to become product developers, storytellers and educators inspiring millions of consumers. For fashion-minded hipsters in East London and international artists alike, the name Farah represents a melding of bold style and solid quality that resonates with youth of all walks. Farah products are sold internationally through major retailers and company-owned retail stores, as well as on www.Farah.co.uk.

Perry Ellis International Chief Executive Officer & President Oscar Feldenkreis remarked, "We are truly delighted to partner with the INSPECS group. This partnership will combine decades of experience to deliver high quality, fashionable timeless classics and must-have fashion forward pieces under our iconic Farah brand."

Founder and CEO Robin Totterman said: "We are absolutely delighted that INSPECS have been appointed as partner of choice to extend the Farah brand into the specialist eyewear market. We look forward to our continued work with the Farah brand team and Perry Ellis International, and to welcoming this much-coveted brand to our portfolio of brands. We see Farah as a key building block in our strategy for INSPECS' strong growth in the coming years. It is clear that Farah is the menswear brand to watch, with its massive upward trajectory both via online and brick-and-mortar fashion retailers."

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 and Guy Harvey® for performance fishing and resort wear. Additional information on the Company is available at <http://www.pery.com>.

About INSPECS GROUP

INSPECS Group (established 1988) licenses, designs, manufactures and distributes branded eyewear products (optical frames, sunglasses, safety eyewear) with a portfolio of well-recognised brands, both owned and licensed (including FARAH, Superdry, Radley, O'Neill, CATERPILLAR, NASCAR and Santana).

INSPECS serves the largest optical retailers, smaller boutique opticians, travel retail and its brand partners' retail outlets.

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