

PERRY ELLIS INTERNATIONAL

Perry Ellis International Announces License Agreement for Farah Brand

August 14, 2018

MIAMI, Aug. 14, 2018 (GLOBE NEWSWIRE) -- (Nasdaq: PERY) – Perry Ellis International, Inc. (“PEI”) announced today that it has entered into a license agreement with Peers Hardy (UK) Ltd, to introduce a collection of men’s watches and jewelry products under the Farah® brand in the United Kingdom and Ireland. The new collection will focus heavily on jewelry and watch retailers, department stores and online with a planned launch in SS19.

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 CEO and President Oscar Feldenkreis remarked, “We are happy to team up with Peers Hardy to add fashionable watches and jewelry throughout Europe. Farah has achieved excellent growth in international markets and is beloved by its consumers as a modern classic.”

Peter Ashfield (General Sales Manager) for Peers Hardy stated: “Farah fits perfectly into our growing portfolio of British brands and aligns with our strategy of taking established heritage brands to the global audience. Farah has a great history that is now being re-born for today’s young consumer, an area within our gent’s portfolio that we were lacking. Product design & creativity are the very lifeblood of our company and I know Farah shares these same values. I am delighted to be working together and excited to see the introduction of Farah timepieces and jewelry later this year.”

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® 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 Peers Hardy (UK) Ltd

Peers Hardy (UK) Ltd design, manufacture and distribute watches in more than 60 countries across the globe and are the UK’s largest independently owned watch distributor. Our talented, loyal and motivated teams are spread between offices in London, Birmingham, Hong Kong, China and the US. We own a watch manufacturing facility in China which also houses our Far East Quality control & inspection company. As well as being the leading UK supplier of our own label watches, we have built and nurtured a strong and enviable portfolio of brands including Radley London, Orla Kiely, Jigsaw, Henry London & L.K.Bennett to name but a few.

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Source: Perry Ellis International Inc.