

PERRY ELLIS INTERNATIONAL

Perry Ellis International Announces Girls Dress License Agreement for Laundry by Shelli Segal

October 8, 2018

MIAMI, Oct. 08, 2018 (GLOBE NEWSWIRE) -- Perry Ellis International, Inc. (Nasdaq:PERY) announced today that it has entered into a license agreement with BAK Apparel, Inc. to include day and special occasion dresses as well as shrugs, toppers and coordinate sweaters for girls ranging in age from four to thirteen under the Laundry by Shelli Segal® brand. The new collection is expected to launch in Spring 2019 in department stores and specialty retailers in the United States and Canada.

A leader in fashion, the Laundry by Shelli Segal brand has been setting trends and inspiring women for more than 25 years. The Laundry by Shelli Segal lifestyle brand balances just the right blend of red carpet glamour and West Coast chic that is iconic and universal in its appeal. Always feminine and vibrantly colorful, the brand is known for its unique use of embellishments and signature prints. The result is a distinctive collection with a contemporary aesthetic crafted to fit the lifestyle and sensibility of a contemporary woman who is stylish and smart and not afraid to make an entrance. We are excited to add girl's dresses to the Laundry by Shelli Segal brand portfolio of licences to further enhance the total brand. In addition to outerwear and dresses, the brand's current licensed categories includes fashion accessories, intimates, fragrance and home decor which positions Laundry by Shelli Segal as a true lifestyle brand.

"Laundry by Shelli Segal has appealed to many generations of consumers since it was founded and we are delighted to be able to include stylish, feminine dresses specifically designed for young girls into the brand portfolio," said Oscar Feldenkreis, CEO & President of Perry Ellis International, Inc.

"The Laundry by Shelli Segal brand has the perfect fashion aesthetic to inspire the design and development of age appropriate styles for the girl's casual and special occasion dress market. We look forward to working with Perry Ellis International to introduce feminine fashion to the next generation of consumers," added Barry Kottler, President of BAK Apparel, Inc.

For more information about PEI 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.

About BAK Apparel

BAK Apparel, founded in 1976, is the exclusive home of the BAK and Andrew Fezza brands for boys as well as special occasion brands, Princess Faith and Katie M. for girls. In 2014, BAK Apparel acquired the Samara casual dress brand for girls. BAK Apparel commercializes their high quality children's apparel across all retail distribution channels.

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