



Ellen Tracy Unveils Fall 2018 Campaign Featuring Irina Shayk

September 4, 2018

NEW YORK, Sept. 04, 2018 (GLOBE NEWSWIRE) -- Ellen Tracy, the women's lifestyle brand, today launched its newest ad campaign starring supermodel Irina Shayk.

 [Ellen Tracy Fall Campaign](#)

Ellen Tracy Fall Campaign Featuring Irina
Shayk

Photographer and director Rowan Papier shot the brand's Fall 2018 campaign in New York City, with styling provided by renowned stylist Alex White. The Fall campaign highlights the brand's workwear and sportswear for the modern woman and is available at leading retailers including Lord & Taylor, Dillard's and Belk.

Ellen Tracy's Fall collection exudes vibrancy and elegance with bold floral prints, textured wovens and knits, and polished silhouettes across an elevated line of sportswear and dresses. With a full range of feminine tailored blazers, trousers and blouses, 'desk to drinks' dresses, and glam leisure pieces, the line brings a fresh new approach to the working women's wardrobe, perfect for the Fall season.

"The new Fall collection elevates classic styles for the 21st-century woman and Irina effortlessly captures the perfect balance between youthful confidence and grown-up glamour," said Karen Castellano, Fashion Division President at Sequential Brands Group, which owns the Ellen Tracy brand.

Global Brands Group is the core design, manufacturing and distribution partner with Sequential for Ellen Tracy sportswear.

The Ellen Tracy Fall campaign will launch in select retail stores and across multiple digital platforms.

ABOUT ELLEN TRACY

Established in 1949, Ellen Tracy has evolved into a full women's lifestyle brand known for sophisticated color palettes and signature prints. With over 30 product categories, the brand is designed, manufactured and distributed by world-class companies.

For more information, visit ellentracny.com or follow @EllenTracyNYC on Instagram.

ABOUT SEQUENTIAL BRANDS GROUP, INC.

Sequential Brands Group, Inc. (Nasdaq: SQBG) owns, promotes, markets, and licenses a portfolio of consumer brands in the home, active, and fashion categories, which includes the Ellen Tracy® brand. Sequential seeks to ensure that its brands continue to thrive and grow by employing strong brand management, design and marketing teams. Sequential has licensed and intends to license its brands in a variety of consumer categories to retailers, wholesalers and distributors in the United States and around the world. For more information, please visit Sequential's website at: www.sequentialbrandsgroup.com. To inquire about licensing opportunities, please email: newbusiness@sbg-ny.com.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/374af441-441b-469c-bf8d-9f56877010dc>

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