

Sequential Brands Group Announces New Collaboration for AVIA and Actress and Singer Vanessa Hudgens

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Vanessa Hudgens by AVIA to Launch in Spring 2019



Vanessa Hudgens Named AVIA's new brand ambassador

NEW YORK, Nov. 13, 2018 (GLOBE NEWSWIRE) -- Sequential Brands Group has announced an exciting multi-year collaboration between AVIA, the iconic active brand, and multi- talented actress and singer, Vanessa Hudgens. The partnership will include a capsule collection co-designed by Vanessa, expected to debut in stores early Spring 2019.

"We are excited to partner with Vanessa Hudgens. Her passion for fitness, cycling, training and nutrition coupled with her down-to-earth approach make her the perfect fit for the AVIA brand," said Eddie Esses, President of Sequential's Active Division. "We believe her tremendous star power and powerful social media presence will not only strengthen our relationships with existing customers but help us attract new customers as well."

For Hudgens, making fitness a part of her life isn't a chore, it's a necessity. "I'm thrilled to be working with AVIA, a brand who has always been known for its fashionable activewear and innovative technology," says Hudgens. "I'm looking forward to working on my first ever apparel collection with an incredible active brand and can't wait to share my new line with all of my fans and fitness enthusiasts alike."

Utilizing edgy prints, bold colors, technical fabrics and fashion-forward silhouettes, the AVIA by Vanessa Hudgens Collection will be designed with the coveted millennial consumer in mind. The collection will feature an assortment of performance based activewear, such as capris, leggings, tops and jackets, as well as athleisurewear, footwear and accessories. The line will reflect the colorful style of Vanessa and be available in department, specialty and sporting goods stores across the country as well as online and internationally.

About Vanessa Hudgens

Vanessa Hudgens began her career in the world of musical theatre at the age of 8. She made her Broadway debut, starring in the title role of the beloved Oscar and Tony Award-winning film and stage musical, "Gigi," in 2015. Shortly thereafter, Hudgens had audiences and critics praising her performance as 'Rizzo' in the record-breaking "Grease Live" for FOX in 2016. Her extensive work in film started with a debut in Catherine Hardwicke's controversial "Thirteen" starring Holly Hunter and Evan Rachel Wood, and she soon became known around the world for her role in the "High School Musical" series of films. Hudgens starred opposite James Franco and Selena Gomez in one of the most talked-about films of 2013, "Spring Breakers," and can be seen in 2018 in "Dog Days," directed by Ken Marino, alongside Finn Wolfhard, Nina Dobrev, Eva Longoria and Thomas Lennon as well as "Second Act," opposite Jennifer Lopez. She is currently filming "Polar," which will premiere on Netflix in 2019.

About AVIA

Since 1979, AVIA has been a leader in the fitness industry. After pioneering the revolutionary cantilever sole, the brand remains committed to innovation, style and quality. AVIA's mission is to provide the best footwear, apparel and accessories with pioneering technology in performance, durability, & comfort. Value through sheer quality is the brand's DNA, and the brand's commitment and catering to men and women at all levels of fitness culture keeps AVIA just like its customers: at peak performance.

About Sequential Brands Group

Sequential Brands Group, Inc. (Nasdaq:SQBG) owns, promotes, markets, and licenses a portfolio of consumer brands in the home, fashion and active categories which includes the AVIA 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/90fa1d5d-42f6-4158-8d6f-72fd36751fc5>

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