



## Sequential Brands Group Signs Long-term Partnership Extension for Jessica Simpson's Core Footwear Business

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NEW YORK, Nov. 27, 2018 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. ("Sequential" or the "Company") (Nasdaq:SQBG) today announced that it has signed a long-term licensing partnership renewal with Camuto Group, a footwear and accessory designer and developer. Under the renewed agreement, Camuto Group, which is owned by DSW Inc., will continue to develop Jessica Simpson's popular footwear business, which is currently sold at retail stores across the country and online including Dillard's, Macy's, Belk, Nordstrom, Zappos.com, DSW and more.

Jessica Simpson said, "As we enter our 14<sup>th</sup> year of partnership, I am proud of the footwear business we have built together and feel blessed to carry on Vince's legacy in our shoes and his spirit in our drive to keep dreaming bigger."

Simon Nankervis, Chief Commercial Officer of DSW Inc., expressed his enthusiasm to continue the partnership. "The Jessica Simpson Collection remains a key brand within the portfolio and our long-term relationship with Jessica, and her commitment to growing the business, positions the footwear category for strong growth in the near term. In addition, Jessica's close connection to her consumer continues to foster new opportunities as we look to an exciting future together."

Karen Murray, CEO of Sequential Brands Group, said, "We're thrilled to renew our longtime partnership with Camuto Group, and build on Jessica's already successful footwear line. The renewed partnership speaks to the brand's strength as well as consumers' demand for her fabulous shoes."

### About Jessica Simpson

The Jessica Simpson Collection is a signature lifestyle concept inspired by and designed in collaboration with Jessica Simpson, the American entertainment, music and style icon. Available globally, the growing brand offers footwear, apparel, fragrance, fashion accessories, maternity apparel, girls' clothing and accessories and a home line, reflecting all that is modern Americana: iconic, trend-right, free-spirited, comfortable and affordable. The Jessica Simpson Collection is a collaboration close to Jessica's heart, as she built it alongside her mother, Tina, and worked with sister Ashlee Simpson Ross on the launch of Jessica Simpson Girls. The collection is distributed worldwide.

### About Sequential Brands Group, Inc.

Sequential Brands Group, Inc. (Nasdaq:SQBG) owns, promotes, markets, and licenses a portfolio of consumer brands in the fashion, active, and home categories, which includes the Martha Stewart media and merchandising properties. 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](http://www.sequentialbrandsgroup.com). To inquire about licensing opportunities, please email: [newbusiness@sbg-ny.com](mailto:newbusiness@sbg-ny.com).

### About Camuto Group

Camuto Group is an international company that designs, develops and distributes fashion footwear, accessories and apparel. Founded in 2001 by Vince Camuto, the company is renowned for its ability to develop lifestyle brands on a global scale. Camuto Group builds on the success of Vince Camuto®, extending to brands that include Louise et Cie®, Two By Vince Camuto®, Vince Camuto® men's, Imagine Vince Camuto® and 1. STATE®. Camuto Group also holds footwear licenses for Jessica Simpson®, as well as footwear and handbag licenses for Lucky Brand® and ED Ellen DeGeneres®. To expand Camuto Group's platform and develop apparel opportunities for partners, the company acquired Bernard Chaus Inc. in 2015. As part of the company's focus on digital innovation and demand prediction, Camuto Group added Sole Society® to its stable of brands in 2016. In addition, Camuto Group entered into a partnership with Mercedes Castillo® to launch an advanced contemporary lifestyle collection. Camuto Group products are sold in more than 5,400 doors worldwide.

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Jessica Simpson Collection

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