

FOR IMMEDIATE RELEASE

MARCOLIN GROUP ANNOUNCES THE EARLY RENEWAL OF THE EYEWEAR LICENSE AGREEMENT WITH GUESS

Longarone (Belluno), January 10, 2018 — Marcolin Group, one of the worldwide leading eyewear companies, and GUESS, a global lifestyle brand, announced today the early renewal of an exclusive license agreement for the design, manufacture and worldwide distribution of GUESS and Marciano sunglasses and eyeglasses.

The license agreement is extended until 2025, consolidating a partnership and a synergy between the two Groups, which has lasted for over 25 years. GUESS is the pillar brand in the diffusion segment for Marcolin Group, offering eyewear collections which fully embody the core values of the brand, characterized by trendy modern silhouettes. The wide range of sun and optical eyewear includes models for men and women, as well as for children and teenagers.

Giovanni Zoppas, Executive Vice Chairman of Marcolin Group said: *"GUESS, one of the most iconic and distinctive lifestyle brands in the fashion industry, and Marcolin Group have always shared an attention for the product's quality with an aim to keep up with times. We would like to thank Paul Marciano and his GUESS team for, once again, renewing their trust in Marcolin Group. We begin a new chapter of a collaboration that has distinguished itself for over 25 years of the two companies' history. The license agreement renewal with GUESS reaffirms our solidity and represents another important step in the long-term development and growth plan of Marcolin Group."*

Paul Marciano, Co-Founder of GUESS?, Inc. said: *"Throughout the past 25+ years, Marcolin Group has always respected GUESS' core values and honored the brand's importance on product quality and trends. Time and time again, they have proven to be a great partner to GUESS and Marciano sunglasses and eyeglasses. We look forward to future success and growth within the eyewear category as we continue to collaborate globally."*

About Marcolin Group

Marcolin Group among the worldwide leading companies in the eyewear industry, stands out for the pursuit of excellence, the continuous innovation and the unique ability to faithfully combine design and Italian craftsmanship with the core values of each brand.

The brand portfolio includes: Tom Ford, Moncler, Ermenegildo Zegna, Roberto Cavalli, Atelier Swarovski, Tod's, Emilio Pucci, Balenciaga, Swarovski, Dsquared2, Guess, Diesel, Just Cavalli, Covergirl, Kenneth Cole, Montblanc, Timberland, Gant, Harley-Davidson, Marciano, Catherine Deneuve, Skechers, Candie's, Rampage, Viva, Marcolin and Web.

In 2016, the company sold about 14 million eyeglasses.

www.marcolin.com

About GUESS?, Inc.

Established in 1981, GUESS began as a jeans company and has since successfully grown into a global lifestyle brand. Guess?, Inc. designs, markets, distributes and licenses a lifestyle collection of contemporary apparel, denim, handbags, watches, footwear and other related consumer products. Guess? products are distributed through branded Guess? stores as well as better department and specialty stores around the world. As of October 28, 2017, the Company directly operated 982 retail stores in the Americas, Europe and Asia. The Company's licensees and distributors operated 671 additional retail stores worldwide. As of October 28, 2017, the Company and its licensees and distributors operated in roughly 100 countries worldwide. For more information about the Company, please visit www.guess.com.

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