

FOR IMMEDIATE RELEASE



**MARCHON EYEWEAR AND G-III APPAREL GROUP
SIGN EXCLUSIVE GLOBAL LICENSING AGREEMENT
FOR DKNY AND DONNA KARAN NEW YORK EYEWEAR**

NEW YORK, NY, JULY 16, 2018 – Marchon Eyewear, Inc. and G-III Apparel Group, Ltd. announced today that they have entered into a long-term exclusive global licensing agreement for **DKNY** and **Donna Karan New York** eyewear.

Product introductions under the license agreement will begin with DKNY sun and optical eyewear and rollout globally beginning March 2019. DKNY eyewear will embody the modern appeal of the global lifestyle brand, taking inspiration from DKNY's iconic sportswear and accessory offerings. Plans are to extend the offering to include Donna Karan New York sun and optical eyewear shortly thereafter.

Jeffrey Goldfarb, Executive Vice President of G-III Apparel Group, said, "Marchon Eyewear's innovative designs, strong brand portfolio, and global distribution capabilities are a testament to their leadership in this market. Our partnership with Marchon Eyewear is a great example of our ongoing strategy to maximize the worldwide reach of our iconic lifestyle brands, DKNY and Donna Karan New York."

"We are immensely proud to be collaborating with G-III and DKNY, one of the most admired American fashion brands in the world," said **Nicola Zotta**, President and CEO of Marchon Eyewear. "We look forward to crafting unique eyewear collections which exemplify DKNY's iconic style, as well as to be a part of the brand's growth and continued legacy of success."

The new line is planned to be sold globally in select department stores, specialty stores, and premium sun and optical retailers, as well as in DKNY retail locations and online at DKNY.com.

Marchon Eyewear previously held the eyewear licenses for DKNY and Donna Karan New York from 1999 through 2004.

About Marchon Eyewear

Marchon Eyewear, Inc. is one of the world's largest manufacturers and distributors of quality eyewear and sunwear. The company markets its products under prestigious brand names including: Airlock, Calvin Klein, Chloé, Columbia, Diane von Furstenberg, Dragon, Etro, Flexon, G-Star RAW, Karl Lagerfeld, Lacoste, Liu Jo, Longchamp, Marchon NYC, Marni, MCM, Nautica, Nike, Nine West, Salvatore Ferragamo and Skaga. Marchon Eyewear distributes its products through a global network of subsidiaries and distributors, serving over 80,000 accounts in more than 100 countries. Marchon Eyewear is a VSP Global company, which as a doctor-governed company, connects its 88 million members to affordable, accessible, high-quality eye care and eyewear. Its industry-leading businesses combine to bring quality eye care insurance, high-fashion frames, customized lenses, ophthalmic technology, and connected experiences to increase access to eye care around the world. For more information, visit www.marchon.com and follow @marchoneyewear.

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About G-III Apparel Group, Ltd.

G-III is a leading manufacturer and distributor of apparel and accessories under licensed brands, owned brands and private label brands. G-III's owned brands include Donna Karan, DKNY, Vilebrequin, G. H. Bass, Andrew Marc, Marc New York, Eliza J and Jessica Howard. G-III has fashion licenses under the Calvin Klein, Tommy Hilfiger, Karl Lagerfeld Paris, Kenneth Cole, Cole Haan, Guess?, Vince Camuto, Ivanka Trump, Levi's and Dockers brands. Through our team sports business, G-III has licenses with the National Football League, National Basketball Association, Major League Baseball, National Hockey League, and over 150 U.S. colleges and universities. G-III also operates retail stores under the DKNY, Wilsons Leather, G. H. Bass, Vilebrequin, Calvin Klein Performance and Karl Lagerfeld Paris names.

Statements concerning G-III's business outlook or future economic performance, anticipated revenues, expenses or other financial items; product introductions and plans and objectives related thereto; and statements concerning assumptions made or expectations as to any future events, conditions, performance or other matters are "forward-looking statements" as that term is defined under the Federal Securities laws. Forward-looking statements are subject to risks, uncertainties and factors which include, but are not limited to, reliance on licensed product, reliance on foreign manufacturers, risks of doing business abroad, the current economic and credit environment, the nature of the apparel industry, including changing customer demand and tastes, customer concentration, seasonality, risks of operating a retail business, customer acceptance of new products, the impact of competitive products and pricing, dependence on existing management, possible disruption from acquisitions, risks relating to G-III's operations of the Donna Karan International Inc. business and general economic conditions, as well as other risks detailed in G-III's filings with the Securities and Exchange Commission. G-III assumes no obligation to update the information in this release.

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LINK TO DOWNLOAD DKNY SPRING 2018 GLOBAL AD CAMPAIGN IMAGE:

<https://marchon.box.com/s/rtehvrqm3q6rrle4z2441fkecq9mh43v>

IMAGE CREDIT: DKNY SPRING 2018 GLOBAL AD CAMPAIGN

MEDIA CONTACTS:

Marchon Eyewear, Inc.
Emma Oldenkamp
Director of Public Relations, Americas
+1-212-293-9957
eoldenkamp@marchon.com

G-III Apparel Group, Ltd.
Amanda Oey
HL Group
+1-212-529-5533
aoey@hlgrp.com