

***For Immediate Release***

# SPYDER

## **SPYDER LAUNCHES IN SOUTH KOREA**

*With All New Performance Collection in 25 Retail Locations*

***Seoul & Hong Kong – September 22, 2015 / New York – September 21, 2015*** – Leading ski and sportswear brand, Spyder has launched in South Korea with an all-new product line available in freestanding stores and shop-in-shops. An accelerated retail rollout is planned with twenty-five Spyder stores opening across the country by the end of 2015.

“We are excited to be working with Global Brands to bring Spyder to South Korea, one of the world’s most fashion-forward and trendsetting markets,” said Jamie Salter, Chairman and CEO of Authentic Brands Group and owner of the brand. “Spyder is highly regarded and we are confident that the brand will flourish in the country.”

Designed for the style-seeking South Korean consumer, both the men’s and women’s collections draw from the core DNA of the brand, fusing elements of performance and fashion.

“We see tremendous equity in the Spyder brand and its ability to translate across key markets in Asia,” said Bruce Rockowitz, CEO and Vice Chairman, Global Brands Group Holding Limited. “We look forward to replicating the success we have achieved in other markets to South Korea, through the roll out of a number of exciting brand and category extensions.”

Spyder is featured in shop-in-shops at fashion hot spots including Galleria Department Store, Hyundai Department Store, Lotte Department Store and AK Department Store. The brand also launches with freestanding stores in Seoul, Daegu, Gumi, Incheon and Sokcho. Spyder will be promoted in a 360 degree campaign that includes national Print, Out of Home, Digital, Social, and TV promotion beginning this month.

Spyder enters South Korea through an exclusive long-term global agreement between Authentic Brands Group, LLC (ABG), and Global Brands Group Holding Limited (“Global Brands” or the “Group”; SEHK Stock Code: 787).

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### **ABOUT SPYDER**

Spyder is one of the world’s most recognizable and credible outdoor sportswear brands. Focused on enhancing the ski experience both on and off the mountain, Spyder prides itself on its advanced technical composition and style. Originally founded by David Jacobs, coach of the Canadian Ski Team and Bob Beattie, coach of the United States Ski team, Spyder’s roots run

deep in the ski community. The brand has been the official sponsor of the US Ski team since 1989. Spyder offers technical ski, fitness, and lifestyle apparel and accessories for men, women, and children. The highly sought after brand is available in department stores, sporting goods stores, and specialty retailers throughout North America, Europe, the Middle East, South Korea and worldwide at [Spyder.com](http://Spyder.com).

Spyder is a subsidiary of Authentic Brands Group, LLC.

#### **ABOUT AUTHENTIC BRANDS GROUP**

Authentic Brands Group is a brand development, licensing, and entertainment company. In conjunction with Leonard Green & Partners, ABG's mandate to acquire, manage, and build long-term value in consumer, celebrity, and media brands. Headquartered in New York City, ABG's mission is to further enhance brand equity through partnering with best-in-class licensees and retail partnerships. ABG's global portfolio of world-renowned brands includes Marilyn Monroe®, Mini Marilyn®, Muhammad Ali®, Michael Jackson®, Elvis Presley®, Juicy Couture®, Jones New York®, Judith Leiber®, Adrienne Vittadini®, Frederick's of Hollywood®, Taryn Rose®, Hickey Freeman®, Hart Schaffner Marx®, Palm Beach®, Misook®, Prince®, Spyder®, Airwalk®, Tretorn®, Above The Rim®, Vision Street Wear®, Hind®, Ektelon®, Viking®, Bobby Jones®, Tapout®, and Sportcraft®. [www.abg-nyc.com](http://www.abg-nyc.com)

#### **ABOUT GLOBAL BRANDS GROUP**

Global Brands Group Holding Limited (SEHK Stock Code: 787, or "Global Brands") is one of the world's leading branded apparel, footwear, fashion accessories and related lifestyle product companies. The Group designs, develops, markets and sells products under a diverse array of controlled and licensed brands and a wide range of product categories. Global Brands' innovative design capabilities, strong brand management focus, and strategic vision enable it to create new opportunities, product categories and market expansion for brands on a global scale. For more information, please visit the corporate website: [www.globalbrandsgroup.com](http://www.globalbrandsgroup.com).

Spyder is part of Global Brands' portfolio of Controlled Brands.

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