



MARQUEE BRANDS

## Marquee Brands Inks Strategic Partnership with Fosun Fashion Brand Management Setting a Clear Path into China

*Deal provides Marquee Brands regional knowhow and experience as they launch select brands into key growth market*

May 29, 2019 (New York), Marquee Brands LLC continues to strengthen its position as a world-class leader of remarkable and storied heritage brands. The company owns and manages eight world class labels and is backed by committed capital from an investment fund privately sponsored by Neuberger Berman. Today, Marquee Brands announces it has inked a significant deal with Fosun Fashion Brand Management (FFBM) a subsidiary of Fosun Fashion Group (FFG), a strategic fashion unit of China giant Fosun International as it looks east to expand growth.

The partnership struck between Marquee Brands and FFBM is an innovative multi-brand deal which will benefit all parties as they build their portfolio securing licensing and retail opportunities throughout China. Initially, the agreement covers a select group of Marquee Brand's portfolio including: Ben Sherman, Bruno Magli, Dakine, BCBGMAXAZRIA and BCBGeneration; however, the arrangement allows for calculated long-term goals and solid future growth partnerships within Asia on relevant brands within the region.

Marquee Brands President Michael DeVirgilio remarked, "As the global landscape of retailing changes there is little doubt that it changes faster in China than any other market. We made the strategic decision to partner with a strong organization with local operational expertise as the best approach to introduce our brands to this very dynamic market. Having personally known James Chen for over 20 years and seen his ability to launch, support and grow global brands in China, Fosun Fashion Brand Management was the obvious choice for us."

Both companies have established themselves as global leaders in brand management and acquisitions., Fosun Fashion Group's portfolio includes luxury fashion house Lanvin, Wolford, St John Knits, and Caruso. Since 2014, U.S. based, Marquee Brands has established itself as a world leader in brand management and most recently acquired Martha Stewart, and Emeril Lagasse, creating a new home and food sector within its growing portfolio.

FFBM Chief Executive Officer James Chen comments: "As the Chinese operating platform of Fosun Fashion Group, FFBM is pleased to bring Marquee Brands into China, combining leading international brands with Chinese market competencies and Fosun Group resources. The partnership is the first step for further strategic cooperation in the near future." Chen adds "Marquee Brands has a portfolio of global brands each with a great heritage, the company led by Michael DeVirgilio whose capabilities are proven and backed by Neuberger Berman, supported by FFBM's Chinese market competencies are powerful components to ensure strong success in a competitive market".

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**About Marquee Brands:**

Marquee Brands is a leading global brand owner and marketer. Owned by investor funds managed by Neuberger Berman, one of the world's leading employee-owned investment managers, Marquee Brands targets high quality brands with strong consumer awareness and long-term growth potential. Marquee Brands seeks to identify brands in various consumer product segments with the goal of expanding their reach across retail channel, geography and product category while preserving the brand heritage and enhancing the ultimate consumer experience. Through its global team of professionals and partners, Marquee Brands monitors trends and markets in order to grow and manage brands in partnership with retailers, licensees and manufacturers through engaging, impactful strategic planning, marketing, and e-commerce. [www.marqueebrands.com](http://www.marqueebrands.com)

**About Fosun Fashion Brand Management:**

Fosun was founded in 1992. Fosun International Limited is a family-focused multinational company that has been listed on the main board of the Hong Kong Stock Exchange (00656.HK) since 2007, with total assets over RMB638.8 billion (c.US\$93.1 billion) as of 31 December 2018), FFG: an industry platform under Fosun that focuses on in-depth operation and strategic investments in fashion.