



Marquee Brands Taps BSI Apparel as Core Licensee and Operating Partner for Iconic Ben Sherman Brand



Images: Ben Sherman AW23 Signature Collection – Own The Moment.

(London, England. August 17, 2023). **Global contemporary menswear brand Ben Sherman announces a new licensing agreement with BSI Apparel Limited, a subsidiary of Broadgate1960, the parent company of Crew Clothing Company, Saltrock Surfwear, and Pringle of Scotland.** As a global hub for the brands’ design and manufacturing operations, the new agreement grants BSI Apparel a core license and operating partnership to produce and distribute men’s apparel and tailored clothing to Ben Sherman’s numerous global distributors. The cornerstone of the agreement between Marquee Brands and BSI Apparel Ltd will be increased investment in the Ben Sherman business, fostering further brand acceleration, creating advantageous business opportunities, and prioritizing full-price retail expansion in brick-and-mortar stores across the UK.

BSI Apparel Ltd’s progressive road map focuses on the continued optimization and growth across the high-profile brand’s UK ecommerce, retail, and wholesale businesses. Sustained investment will continue to accentuate key global marketing initiatives and highlight innovation in the design direction, new product launches, and the brand’s inimitable DNA.

The announcement comes as the iconic brand celebrates its milestone 60th anniversary, preparing to kick off the upcoming season with two highly anticipated limited-edition collaborations. Both are poised to drop in tandem with its ongoing **Ben Sherman Global Artist Foundry** program in collaboration with talented musicians such as **Pauli Lovejoy**, drummer and musical director for the recent **Harry Styles’ Love on Tour** concerts, and indie-rock band **The Sherlocks**, racing up the UK charts with a new album release.

Michael Shina, Founder of BSI Apparel Ltd, remarked, “We’re extremely excited to bring Ben Sherman apparel on board. It’s an honor and privilege to join forces with Marquee Brands to shape a notable name with a strong British heritage and fresh approach to the modern menswear landscape. Few of today’s menswear brands can claim the contribution the brand has made since the 1960s, starting from the introduction of the button-down shirt, and their revolutionary use of color and fabrics. Their long-standing tradition in innovation continues today, loved by fashion aficionados worldwide, it is a household name with an iconic look, and we can’t wait to build on this legacy.”

Tim Reid, Executive Vice President of Fashion & Lifestyle at Marquee Brands, said, “We are thrilled to announce the agreement with BSI Apparel Ltd. As a top-tier partner, they will continue to uphold the brand vision and high standards while investing in strengthening our UK retail footprint and operations, maximizing our e-commerce channel, and building on key wholesale business opportunities”. Reid continued, “Ben Sherman is a notable staple in menswear; reaffirmed through prominent partnerships with globally renown brands and exciting product collaborations. As we head

into 2024, we envision a bright future and are poised to see increased positive global reaction in response to the agreement with BSI Apparel Ltd”.

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ABOUT BROADGATE1960

Based out of the UK, Broadgate1960 is a retail business boasting a rapidly expanding portfolio of leading British fashion brands. First acquiring Crew Clothing Company in 2017, Broadgate1960 added Saltrick Surfwear in 2018, with Pringle of Scotland joining the group in 2023. BSI Apparel Limited, a subsidiary of Broadgate1960, has also gained the licensing rights for Ben Sherman in 2023. Our passion is on quality, iconic designs championing the very best of British.

ABOUT BEN SHERMAN

Ben Sherman was a legend in his own right. He was often described as always embracing the new and the different, and he constantly searched for the very best. Born Arthur Benjamin Sugarman, he began his career making shirts for other designers; it wasn't long before his creative flair took over, and he started designing his own shirts. By 1963 Ben Sherman was ready to launch his own clothing line. For six decades the iconic Ben Sherman shirt and brand has been adopted by almost every seminal youth culture and style movement; it is revered and worn by today's style leaders. Today as a global lifestyle brand, Ben Sherman and the original Oxford shirt remain a modern icon; there is simply nothing quite like an original Ben Sherman shirt.

www.bensherman.com

ABOUT MARQUEE BRANDS

Marquee Brands is a leading global brand owner, marketer, and media company. 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 channels, geography, and product category while preserving the brand heritage and enhancing the ultimate consumer experience. The portfolio includes Martha Stewart, The BCBG Group, Ben Sherman, Dakine, Sur La Table, Body Glove, Emeril Lagasse, Destination Maternity, Motherhood Maternity, Hatch, A Pea in a Pod, America's Test Kitchen, and Bruno Magli. 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. <http://www.marqueebrands.com/>

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