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GUESS LAUNCHES NATIONWIDE WARDROBE RECYCLING PROGRAM WITH PARTNER I:CO

GUESS Steps Up Its Efforts in Sustainability to Contribute to a Better World

Los Angeles, CA – GUESS is proud to partner with I:CO®, short for I:Collect, **to launch a nationwide wardrobe recycling program beginning Tuesday, October 23rd, 2018**. I:CO is a global solutions provider and innovator for the collection, certified sorting, reuse and recycling of used apparel and footwear. **GUESS’ recycling program RESOURCED** initially launched in California on June 18, 2018 and due to its success, will now expand US-wide and globally by 2020.

Backed by an in-store, digital and online marketing campaign and as part of the company’s sustainability plan, GUESS is encouraging customers to extend the life of their clothing and shoes through this recycling program. **In exchange for bringing in 5 or more items of clothing or shoes to any local GUESS, GUESS Factory, G by GUESS, or Marciano store in the U.S., customers will receive 15% off a full-priced purchase in-store or online** (subject to certain restrictions). The company will promote RESOURCED in its 295 U.S. stores across 4 brands under the GUESS?, Inc. umbrella with messaging in store-front windows, dressing rooms, e-mail marketing, social media and on shop.GUESS.com and www.GUESS.com/Resourced.

In its **commitment to circular fashion and sustainability education, GUESS has created a video** for the RESOURCED program **to help illustrate the meaning of clothing and shoes’ “next best life.”** GUESS has teamed up with a few local partners - such as a cotton farmer, meal delivery service, and music recording studio - to tell the story of how clothing and shoes may be “resourced” or recycled into something new. GUESS’s video on the RESOURCED program is available on [GUESS’s YouTube](https://www.youtube.com/channel/UCGUESS) channel and at www.GUESS.com/Resourced.

GUESS has partnered with I:CO to reduce textile waste and help create a circular fashion system where unwanted apparel and footwear can be continuously reprocessed and reused in a closed loop production cycle. Through I:CO’s innovative retail take-back system and worldwide infrastructure, **wearable items get a new life as secondhand goods. Unwearable items are resourced into new products** like cleaning cloths or recycled into

fibers for products such as insulation and new textiles. Reusing and recycling saves resources and allows valuable raw materials to be reprocessed, ultimately helping to protect our environment.

“We admire GUESS’ sustainability efforts and its commitment to textile recycling,” says Kenneth Cheah, I:CO USA Chief Executive Officer. “We are proud to be expanding our partnership so more consumers will have an easy way to recycle their unwanted clothing and shoes and further awareness will be generated about creating a more circular future of fashion.”

“GUESS has joined a global industry pledge to promote a circular fashion system – the idea that fashion should last, and be continuously repurposed, reused and recycled.” says Victor Herrero, Chief Executive Officer of GUESS?, Inc. “Partnering with I:CO helps us achieve our goals and work on these initiatives to adapt our company and engage our employees, customers, and community on developing a more sustainable fashion industry.”

GUESS’ commitment to circular fashion is part of the GUESS Sustainability Plan that was disclosed in its independently audited FY16-17 sustainability report published last year. For more information on GUESS Sustainability, please visit sustainability.guess.com.

#SustainableIsSexy

#RESOURCED

#LoveGUESS

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 August 4, 2018, the Company directly operated 1,061 retail stores in the Americas, Europe and Asia. The Company’s licensees and distributors operated 601 additional retail stores worldwide. As of August 4, 2018, the Company and its licensees and distributors operated in approximately 100 countries worldwide. For more information about the Company, please visit www.guess.com.

About I:CO

I:CO®, short for I:Collect, is a global solutions provider for apparel, footwear and other textiles collection, certified sorting, reuse and recycling. Through its innovative retail take-back system and worldwide infrastructure, I:CO aims to keep consumers’ used clothing and shoes in a continuous closed loop production cycle where these good can be reprocessed and reused again and again. This reduces waste, preserves resources, and protects the environment. For more information, please visit: www.ico-spirit.com.