



GUESS SS17 UNDERWEAR AND BEACHWEAR COLLECTION

For the first time ever, Guess has decided to go truly global with its SS17 Underwear-Beachwear collection. To this end, the brand has strengthened its Underwear & Beachwear business unit - which also includes loungewear, nightwear and activewear - with a view to increasing market penetration in under-represented areas, competing with the industry's biggest market players and pursuing global expansion.

From desert vibes to urban glamour, from the exotic beauty of Cuba to the breathtaking Californian coast, the Guess SS17 Underwear and Beachwear collection reflects its global approach by taking a journey through multiples influences. As summer approaches, the spotlight is turned on beachwear with an unexpected blend of silhouettes, colors and patterns.

WOMAN

Raw Coast

A weekend on the road brings us to Indio, California, home to the world's most glamorous music event, the Coachella Festival. Every year, top celebrities gather here donning stunning outfits inspired by the Seventies hippie fashion. The same playful and energetic spirit reverberates in maxi dresses, kaftans and sarong trousers in fine fabrics such as light muslin and georgette, making for relaxed, boho-chic looks. The women's beachwear in earthy desert tones suggest a natural approach to life, while bold prints in various shades of blue recreate a casual, denim attitude.

Glam Rules

The bright colors that were all the rage in the 1980s give a pop-glam accent to this theme, while everlasting, sensual black underlines the irresistibly sexy appeal of outstanding lines and cuts. Key features such as lace details and gold accessories add an exquisite touch to fashion swimwear, sometimes paired with animal prints and iconic all-over logo patterns.

La Isla – Caribbean dream

The stunning beauty of Cuba's tropical nature is reflected in vibrant colors and exotic flowers that reign supreme on georgette dresses and beachwear items. Fluid dresses and tunics, worn over bikinis, create gorgeous beach-to-bar styles, while utterly feminine trapeze maxi-dresses make for a seamless transition from day to night. A polished 1950s style inspires flirty ruffles on bandeau bikinis and dresses, and is echoed in vintage silhouettes on sheer, decorative textiles.

Activewear

Sporty and glam, the new active wear line aims to bring affordable luxury to the world of active sportswear. The line includes a variety of body-shaping pieces, from right-on-trend bras to flattering leggings, in technical textiles such as ultra-smooth scuba fabric or in natural cotton. Floral and animal prints provide the pieces with a contemporary character, while contrasting details add an exquisite finishing touch.



MAN

The Yachtsetter

A stylish yacht-club atmosphere meets the iconic Guess denim world in a beachwear line designed for guys that like to stand out. Fashionable shapes and regular fits ensure perfect comfort, while various

shades of blue - from cerulean to cosmo blue - are paired with smart denim textures and striped prints. Lycra and nylon fabrics are updated for high-impact styles that are suitable for swimming and sports activities.

The Golden Coast

Dedicated to men who are not afraid to take center stage, this theme is based on tailored fittings and reduced volumes that enhance the male figure. High quality fabrics and details make for styles that are equally suitable for the beach, the bar, or an exclusive club. The color palette draws on a set of traditionally masculine colors, from jet black to optic white, combined with striking tropical and striped patterns.

Lost in the Sun

The long coast and beautiful beaches of California are pure heaven for surfers, sunbathers and fun-lovers alike, and are the ideal setting for a relaxed lifestyle. All this and more translates into easy-to-wear, comfortable fits, ensuring perfect freedom of movement in open-air sports activities. The line's playful mood is further reflected in its bright, fluorescent hues and in graphic prints.

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 April 30, 2016, the Company directly operated 840 retail stores in the Americas, Europe and Asia. The Company's licensees and distributors operated 792 additional retail stores worldwide. As of April 30, 2016, the Company and its licensees and distributors operated in more than 95 countries worldwide. For more information about the Company, please visit GUESS.com

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