**MARCIANO KIDS SS17, A COLLECTION BRIMMING WITH CHARACTER**

Elegant lines and refined fabrics steal the show in the new Marciano Kids SS17 collection, with which the brand’s signature style makes a further foray into the world of children’s wear.

The collection includes statement pieces designed with meticulous attention to detail, creating elegant formal outfits for ceremonies and special occasions.

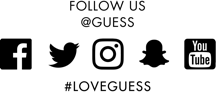
Style-setting young princesses are sure to stand out in luxurious dresses in embroidered macramé lace or chiffon with foil gold coating. Stud trims add a touch of rock-chic glamour to delightful pieces, while cool denim garments are embellished with gold chain details, for a punchy overall effect.

The colour palette plays tribute to the summer season, embracing bright oranges and reds, alongside a burst of tropical flowers and vibrant hues that provide an instant injection of verve to exquisite dresses, skirts and tops.

The collection for boys features stylish jackets and trousers in satin or twill stretch to ensure perfect fit, and all in a play of white, blue and indigo. Chequered and all-over polka dot prints offer a contemporary take on classy outfits for true little gentlemen.

The new Marciano Kids collection will be distributed globally through the major cities of leading European, American and Asian countries in Guess stores, department stores and on-line.

**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