**GUESS JEANS SS21 COLLECTION**

This summer heralds a collection of iconic, ultra-summery pieces that are fresh off the beach. Drawing on timeless GUESS DNA, this season sees a return to the roots with key looks inspired by memorable campaigns and defining GUESS style. Laidback yet ultra-glam, GUESS girls make a statement in pastel, feminine looks with flattering silhouettes and flirty ruffles, before setting off on a summer road trip. GUESS boys shake up the scene in surf-inspired retro-grunge style with tropical prints and confident neon accents for a chilled-out season in the sun.

**WOMAN COLLECTION**

**Ocean Drive**

Escape to Miami with this playful and feminine line of pin-up inspired, sexy silhouettes that mix & match with on-trend denim to create fun, confident looks. Ditsy florals contrast with gingham, micro and macro dots, for an ideal iconic look. Ruffles add movement to fitted cuts and flattering waists, while a palette of pastels enhances confident red, black and white tones for an artist twist.

**Mojave Desert**

It’s time for a road trip! A spirit of adventure sparkles throughout this sexy array of romantic, retro-inspired pieces. Animalier prints work alongside tie die and tropical prints, while crayon flower and lovely roses prints add a dreamy vintage appeal. On the road, denim is queen with bleached jeans, white denim and summer sand tones. Cut-out embroideries, macramé and broderie anglaise make for an eclectic mix of texture, while vintage desert tees add a relaxed touch. Sun-kissed pinks yellow and sun-faded black complement an earthy palette.

**Guess Islands**

Summer is truly here, thanks to this energetic line filled with surf and good-vibes. The ultimate beach party look, complete with bold prints, flirty mini dresses and 70’s surfer-style touches. Effortlessly sexy silhouettes with cropped legs, mini shorts, loose frills and casual flowing skirts are boosted with Hawaiian prints, alongside jungle and flamingo touches. Vitaminic tones of blue play with jelly pink, orange and pop yellow for a tropical color code.

**MAN COLLECTION**

**Reborn on the 1st Decade**

Take a drive to the dusty desert horizon in this irresistible line of ultra-laidback looks with summer appeal. Distressed denim meets relaxed silhouettes, while loose fit designs and frayed detailing are added to the mix. Comfy workers knits pair with pale blue jeans, while palm tree and litho prints work alongside vintage t-shirts for an effortlessly put-together style. A faded color palette is completed by retro neon and black touches.

**Surf House**

Huntington Beach is where it’s at with this surfer-cool line of summer-ready pieces. The Beach Boys are king, with vintage surf poster prints and retro touches. Old-skool skate style is also back, with vivid, active prints and bright flashes of color to complement sun-faded white and 70’s color tones. Tattoo-inspired prints work with tie-dye and bleached knits to pair up light summer denim.

**Guess Island**

The Pacific Islands are calling, thanks to this Malibu-inspired array of confident, summer grunge pieces. Double-denim is beach-ready, with light, pastel accents and multicolor dye finishes. Nineties surfer style is back with neon allure and zingy primary tones. A carefree attitude reigns, while palm leaf and tropical prints lead back to the islands.

**About Guess?**

GUESS?, Inc. designs, markets, distributes and licenses a lifestyle collection of contemporary apparel, denim, handbags, watches, eyewear, 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 February 1, 2020, the Company directly operated 1,169 retail stores in the Americas, Europe and Asia. The Company’s partners and distributors operated 560 additional retail stores worldwide. As of February 1, 2020, the Company and its partners and distributors operated in approximately 100 countries worldwide. For more information about the Company, please visit [www.guess.com](https://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.guess.com&esheet=52203451&newsitemid=20200414005819&lan=en-US&anchor=www.guess.com&index=1&md5=68f5fd26142515ee54b5b672d818b9d9).

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