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GUESS x A Bikini A Day Swimwear Capsule & Summer '17 Advertising Campaign

New York, NY – This Summer, GUESS introduces its latest capsule collaboration with swimsuit models and bikini connoisseurs, **Natasha Oakley** and **Devin Brugman** with the launch of the **GUESS x A Bikini A Day** swimwear collection. From the beaches of Sydney, Australia and the shorelines of Maui, Hawaii, the bombshell duo has teamed up with GUESS to create a swimwear line that captures the spirit of their own brand with sexy, timeless designs.

The campaign, directed by Paul Marciano, Chief Creative Officer for GUESS?, Inc., and shot by L.A. based fashion photographer, Tatiana Gerusova, features Natasha and Devin in a carefree series of black and white images reminiscent of the 80's and 90's iconic GUESS ad campaigns. Gerusova, captures the girls' playful nature and close friendship and allows the personality of their swimwear designs to become just as iconic as the photography.

“Designing a collection for GUESS has always been a dream of ours and we are so excited to fuse our two passions together by creating an iconic and vintage inspired swimwear line for GUESS. Our brand is built on the foundation that women should feel empowered, strong and beautiful and we believe GUESS embodies that same mindset. This is the most exciting campaign we have ever shot and we are so honored to have been invited by GUESS to be part of such an iconic brand.” – Natasha Oakley & Devin Brugman, Founders of *A Bikini A Day*.

The Summer **GUESS x A Bikini A Day Swimwear** capsule features quintessential GUESS designs and prints that embody the heritage of the brand and keep a woman feeling confident at the beach all day long. The collection showcases a variety of one-piece suits and two-piece bikinis in flirty gingham prints splashed with pops of pink florals to add color to the timeless pattern. Classic black and white suits in high-leg cheeky one-pieces cut with back plunging details are head turning silhouettes that never go out of style. Fashionable off-the-shoulder bikini tops paired with high-wasted bikini

bottoms are trendy pieces fit for the stylish GUESS Girl who wants to make a statement wherever the warmer weather might take her.

Look for these GUESS images in upcoming issues of top international fashion and lifestyle magazines, in GUESS retail stores, and on collateral materials.

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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 October 29, 2016, the Company directly operated roughly 915 retail stores in the Americas, Europe and Asia. The Company's licensees and distributors operated roughly 740 additional retail stores worldwide. As of October 29, 2016, the Company and its licensees and distributors operated in more than 95 countries worldwide. For more information about the Company, please visit www.guess.com.