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**JOE JONAS AS THE NEW FACE OF GUESS’ SS17 UNDERWEAR CAMPAIGN**

***GUESS partners with recording artist Joe Jonas for the launch of its new global underwear line “Hero”***

New York, NY – This spring 2017, GUESS is proud to introduce multi-platform recording artist, actor, and social media sensation, Joe Jonas as the face of GUESS’ new underwear line, “Hero”, set to launch this February 2017. The singer stars in the advertising campaign alongside GUESS Girl Charlotte McKinney in a series of seductive images that showcase the inaugural men’s underwear line and also the women’s lingerie collection.

Joe Jonas kicked off his singing career in 2005 when he and his brothers, Nick and Kevin, started the pop-rock band, the Jonas Brothers, selling 17 million albums worldwide. A few years later, Jonas launched his acting career starring in multiple Disney Channel original movies and TV shows. Last year, Joe re-launched his singing career as lead vocalist of his new band, DNCE, whose first single“Cake by the Ocean” won two platinum records. Jonas is also a much-followed influencer in the global social sphere, reaching 8 million followers on Twitter, 5 million on Facebook and 4.5 million on Instagram – and counting.

The campaign, art directed by Paul Marciano, Chief Creative Officer for GUESS?, Inc., and shot by Yu Tsai, one of the world’s most talented and sought after celebrity and fashion photographers, captures Jonas and McKinney wearing the season’s most anticipated GUESS underwear and lingerie pieces.  Former stylist to the Jonas Brothers, Avo Yermagyan, styles the duo in key denim pieces to balance out their ensembles. He is both featured solo and also clutching Charlotte in poses that make a warm evening in Havana even hotter.

“I am very excited to have Joe Jonas on-board as the newest face of GUESS. Joe is a cool and charismatic young man who embodies all of the characteristics of GUESS’ DNA – sexy, young and adventurous”, said **Paul Marciano, Chief Creative Officer & Executive Chairman of the board**. “This is the first time in GUESS’ history that the brand has commissioned a male star to be in our underwear advertising campaign, and I am looking forward to watching our new GUESS Man shine in the spotlight.”

“It feels great to be chosen by Paul Marciano as the male global ambassador for the new Guess Underwear campaign with a focus on the GUESS man. I am excited to be part of this amazing experience and to be able to represent the brand’s image,” said **Joe Jonas**.

“Hero”, created for men with a strong personality, offers an array of boxers and briefs designed with a wide elastic waistband stamped with the GUESS logo, and is accompanied by a mixture of t-shirts and tank tops featuring the iconic triangle logo across the front.  The “Hero” collection’s main focus is comfort, enhancing the male figure and ensuring a perfect fit. The bothersome inner label is replaced by a flat print to offer a brand new underwear experience. The capsule includes a handful of core styles that will carry over from season to season.  The launch of the “Hero” line reflects the company’s strategy to strengthen the Underwear & Beachwear business categories, aiming for global expansion with a focus on the American, Northern European and Asian markets.

This season’s collection of women’s intimates is highlighted throughout the campaign.  Chic lace panties and sexy push-up bras embrace every curve for a flawless fit and is offered in a color palette of navy, fuchsia and pink.  Classic black and white cotton bralettes trimmed with logo-printed elastic bands offer a fashion-forward iconic look made to flatter every GUESS Girl.  This desirable collection of intimates showcases just the right amount of sexy to have her feeling good all day long.

Look for these GUESS images beginning March 2017 in top fashion and lifestyle magazines, at [www.GUESS.com](http://www.GUESS.com), on GUESS’ social platforms, in GUESS retail stores, outdoor media, online, and on collateral materials.

**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