

RELEASE DATE: February 1st 2018

SOCIAL MEDIA STAR, **AMANDA CERNY** IS THE NEW FACE OF THE

**GUESS SS18 ACTIVEWEAR** **COLLECTION**

**New York, NY –** This Spring 2018, GUESS is proud to introduce social media star, YouTube sensation and fitness professional, Amanda Cerny as the face of GUESS’s newest Activewear collection. This capsule includes a selection of sports bras, bottoms, tops, bodysuits and jackets in bold, vibrant colors.

“I am so honored to be the new face of GUESS’s Spring 2018 Activewear collection,” says **Amanda.** “Never in my wildest dreams did I think I’d be given the opportunity to merge together my passion for both fitness and fashion. All of the pieces in this collection are made to make the GUESS Girl feel confident, sexy and comfortable.”

Amanda Cerny rose to fame through her comedic sketches dating back to Vine where she garnered over 4.6 million subscribers. Since then, her social media influence has skyrocketed, reaching over 17.4 million Instagram followers and 1.8 million YouTube subscribers. With such an influential social media platform, Amanda has now branched into modeling and acting, appearing in numerous fashion magazines and TV segments nationwide. Given her fitness professionalism and massive fan base, she is able to use her social media channels to inspire others with workout tips, techniques and fitness videos.

“Social media has become such an important platform for me within the past couple years – it is now where I discover most talent,” says **Paul Marciano, GUESS Founder and Chief Creative Officer.** “I found Amanda two years ago, as a fan, through her Instagram page and was immediately drawn to her striking beauty and charismatic personality. It is a proud moment to welcome Amanda, a woman with so much talent, passion and confidence into the GUESS family.”

This season’s multi-functional Activewear collection has been engineered to suit three different disciplines: **Running**, **CrossFit and Piloxing**. The first look in the collection is designed for **Running;** the cornerstone of every calorie-burning workout. The set, both sporty and glamorous, is comprised of a sleeveless crop top emblazoned with GUESS across the front, a crisscross bodysuit designed to hug every curve for a flawless, comfortable fit as well as a black and white sports bra, wind breaker, tank top and leggings.

The second look, designed for the workout **CrossFit;** a high-intensity conditioning program created to maximize power, strength and coordination, includes an ultra-vibrant sports bra and 2/4 length leggings. The outfit features a beautiful palm print in punchy pink, purple and blue shades. The last look is made for **Piloxing;** a creative, cardio-infused mix of standing Pilates, boxing and dance with underpinnings of aerobics and rhythmic gymnastics. From the ultra-high support active bra, shorts and wind-sport jacket to the matching drawstring gym bag, each piece is created with an eye-catching floral print that blooms in red, green and pink tones.

On **March 1st, 2018**, the **GUESS x Amanda Cerny Activewear Collection** will be available at select GUESS retail stores and [www.guess.com](http://www.guess.com).

**About Guess?**

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 July 29, 2017, the Company directly operated 945 retail stores in the Americas, Europe and Asia. The Company’s licensees and distributors operated 699 additional retail stores worldwide. As of July 29, 2017, the Company and its licensees and distributors operated in roughly 100 countries worldwide. For more information about the Company, please visit [www.guess.com](http://www.guess.com).

**About Amanda Cerny**

With more than 30 million followers and a growing of 1.3 Million new followers a month on Instagram alone, Amanda has become one of the top female celebrities worldwide. Not only is Amanda an actress, but she has also directed, written and produced more than 3,000 comedic skits and music videos featuring celebrities, top chart musicians, and top influencers. Amanda has also expanded her exposure as a fitness guru, philanthropist and model. Amanda is also an entrepreneur and named the CEO of livexlive influencers where she discovers talented artists to develop and grow their brands into successful careers both on social media and traditional media. Amanda has partnered with brands such as Nike,GUESS and Benefit, to name a few. Her partnerships include Paramount, Universal, Universal Music and NBC. With a strong comedic flair and talent, Amanda has now developed an incredibly loyal fan base that respects her every move.