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**Marciano Unveils the Spring 2017 Collection and Advertising Campaign**

New York, NY – The Spring 2017 Marciano advertising campaign features returning faces, Belén Rodriguez and Stefano Sala in a series of images that transport the viewer on a journey to a beachside in Sicily.

The campaign, art directed by Paul Marciano, Chief Creative Officer for GUESS?, Inc., photographed through the lens of Rayan Ayash and styled by fashion editor, Elisabetta Massari, displays the models evoking the strong sensuality and spirit of the collection. Set against the Mediterranean’s clear blue water, Belén and Stefano wear the key silhouettes of the season, complimented by the vibrant colors of the spring line.

For women, floor-length maxis and above-the-knee bandage dresses dominate the delivery with hyper-saturated floral and paisley prints in royal blue and purple tones. Mini dresses with gold chain detailing add a luxe touch to the silhouettes; while front and side keyhole cutouts reveal just the right amount of sexy to the feminine design. Matching two-piece blazer and wide-leg pant sets in crisp white and navy blue pinstripe patterns add a dose of sophistication. For men, clean and refined blazers and dress pants are given a splash of color with blue paisley button-down shirts and golden yellow light-weight sweaters.

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

**About Marciano**

Marciano, the first brand extension from GUESS, Inc., follows suit in true GUESS style with apparel and accessories that are on the edge of the fashion forefront.  This contemporary runway-inspired collection, designed for the fashion forward woman, is daringly sexy, yet has highly sophisticated style that represents pure glamour in everyday fashion. Marciano designs, markets and distributes full collections of women’s apparel as well as accessories. Marciano boutiques are located in North America, as well as international metropolitan centers throughout the globe. You can also find the Marciano collection in select flagship GUESS store locations, specialty stores, and online at [Marciano.com](http://www.guessbymarciano.com).

**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.