

## **G-III Apparel Group, Ltd. Expands License Portfolio for Andrew Marc**

### **Smart Apparel to Launch Mens Dress Shirts and Tailored Clothing for Fall 2011**

NEW YORK--G-III Apparel Group, Ltd. (NasdaqGS: GIII) today announced that it had entered into licensing agreements with Smart Apparel, Inc. for men's dress shirts, suits, sport coats, and dress trousers under the Andrew Marc and Marc New York labels. With a focus on department store and better specialty store distribution, both companies believe that there is a significant opportunity for the increasingly strong Andrew Marc brands in these key men's categories.

Andrew Marc sport coats and suits are expected to retail between \$495 and \$695 and dress trousers are expected to retail for up to \$175. Marc New York sport coats and suits are expected to retail between \$325 and \$450 and dress trousers are expected to retail for up to \$125. Dress shirts are expected to retail between \$65 and \$95. First deliveries are expected to occur for the Fall 2011 season. Similar to other categories, the Andrew Marc lines will be primarily distributed in department stores and better specialty stores.

Morris Goldfarb, Chairman and Chief Executive Officer of G-III Apparel Group, Ltd., commented, "We are excited to continue our development of the Andrew Marc brands and to build on our increasingly broad portfolio of lifestyle merchandise categories. We believe there is an opportunity in the marketplace for better contemporary men's tailored clothing and that we have found an excellent partner to take advantage of that opportunity. We will continue to invest in our brands and explore additional category and business development initiatives. As we continue to develop Andrew Marc into a dual-gender lifestyle brand, it is increasingly becoming an important part of our overall business model."

Robert Skinner, Chief Executive Officer of Smart Apparel, Inc., commented, "We believe in the potential and growing power of the Andrew Marc brands, and in our ability to translate them into attractive new offerings for tailored menswear."

#### About G-III Apparel Group, Ltd.

G-III is a leading manufacturer and distributor of outerwear, dresses, sportswear and women's suits under licensed brands, our own brands and private label brands. G-III sells outerwear and dresses under our own Andrew Marc, Marc New York and Marc Moto brands and has licensed these brands to select third parties in certain product categories. G-III has fashion licenses under the Calvin Klein, Sean John, Kenneth Cole, Cole Haan, Guess?, Jones New York, Jessica Simpson, Nine West, Ellen Tracy, Tommy Hilfiger, Enyce, Levi's and Dockers brands and sports licenses with the National Football League, National Basketball Association, Major League Baseball, National Hockey League, Touch by Alyssa Milano and more than 100 U.S. colleges and universities. Our other owned brands include Jessica Howard, Eliza J, Black Rivet, G-III, Tannery West, G-III by Carl Banks and Winlit. G-III also operates retail outlet stores under our Wilsons Leather name and is a party to a joint venture that will operate retail outlet stores under the Vince Camuto name.

#### About Smart Apparel, Inc.

Smart Apparel U.S., a wholly owned subsidiary of Youngor Group, is a leading marketer and producer of men's shirts, sportswear, and tailored clothing. Its products are sold under the Nautica licensed brand for dress shirts, and under the Nautica and Perry Ellis licensed brands for tailored clothing. In addition Smart Apparel partners with the leading retailers in the country to create their private brands. ([www.smartapparelus.com](http://www.smartapparelus.com))

#### About Youngor Group

Youngor Group is a premier business enterprise with annual revenues of three billion dollars headquartered in Ningbo, China. Its principal businesses are garment retailing and manufacturing, real estate development, and investment management. The Youngor brand enjoys the number one market share position in both mens shirts and suits in the Chinese market, and the company operates over 400 of its own retail stores. ([www.youngor.com](http://www.youngor.com))

#### G-III Safe Harbor Disclosure

Statements concerning G-III's business outlook or future economic performance, anticipated revenues, expenses or other financial items; product introductions and plans and objectives related thereto; and statements concerning assumptions made or expectations as to any future events, conditions, performance or other matters are "forward-looking statements" as that term is defined under the Federal Securities laws. Forward-looking statements are subject to risks, uncertainties and factors which include, but are not limited to, reliance on licensed product, reliance on foreign manufacturers, risks of doing business abroad,

the current economic and credit environment, the nature of the apparel industry, including changing customer demand and tastes, customer concentration, seasonality, risks of operating a retail business, customer acceptance of new products, the impact of competitive products and pricing, dependence on existing management, possible disruption from acquisitions and general economic conditions, as well as other risks detailed in G-III's filings with the Securities and Exchange Commission. G-III assumes no obligation to update the information in this release.

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