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L'AMY AMERICA ANNOUNCES CHAMPION® LICENSE

Wilton, CT – January 1, 2016. L'Amy America, part of International Luxury Group, announces it has entered into a multi-year license agreement with Hanes Brands, Inc. to market and distribute sunglasses and ophthalmic frames for the Champion brand.

“We are honored to collaborate with L'Amy America. Our goal is to create eyewear that serves the needs of our broad consumer base” said Nadine Hall, President of Champion North America. “Champion is an authentic, American, sport brand, with a 94-year heritage of pioneering iconic products. Champion is born of the notion that sport creates camaraderie, builds character, is a part of life and that true champions play and excel for the love of sport. It celebrates the potential champion in all men and women. Now, our eyewear collections will help underscore our love of the game” said Hall.

“We are delighted to partner with Champion North America to create eyewear collections for one of America’s most beloved, and one of the world’s largest, sport brands,” said Stephen Rappoport, CEO of L'Amy Group. “Champion perfectly complements our ever-expanding portfolio of iconic American brands. Our Champion eyewear collections will serve multiple channels of trade, embodying the brand’s collegiate spirit and love of sport” said Rappoport.

The Champion brand boasts an 93% consumer awareness level, and is the 2nd volume sport brand in North America with product collections targeting men, women, tweens and children of all ages. Its new ophthalmic and RX sunglass collections will launch January 2016, fully supported by a host of point-of-purchase materials, including displays, lifestyle imagery, and bold product packaging.

About Champion

Founded in Rochester, NY in 1919, Champion has inspired and outfitted athletes and active people everywhere for generations. From USA Olympic teams to everyday athletes, on and off the field, in and out of the gym. Champion’s guiding principles are: A love of sport, a spirit of innovations, and uncompromised quality, with ultimate passion to help men and women reach for their full potential and find the Champion inside.

Based in Winston-Salem, NC, Champion is a subsidiary of Hanes Brands, Inc (NYSE: HBI) For more information, please visit www.hanes.com/champion.

About ILG-L'Amy

L'AMY America a wholly- owned subsidiary of the L'Amy Group is part of ILG (International Luxury Group)—one of the world’s leading fashion accessories companies possessing a portfolio of internationally renowned licensed brands distributed. The group develops eyewear for brands such as ANN TAYLOR, BALLY of SWITZERLAND, BALMAIN, CERRUTTI 1881, CHAMPION, COLUMBIA, KENZO, NICOLE MILLER, ROCHAS, SONIA RYKIEL, and SPERRY, as well as its own house brands. ILG-L'AMY Group brings together eyewear, watches, handbags and jewelry under one international accessories company. For more information visit www.lamyamerica.com.