



FOR IMMEDIATE RELEASE

CONTACT:

Kaitlyn Quail
GUESS?, Inc.
212.852.0568
kquail@guess.com

**GUESS PARTNERS WITH COTTON INCORPORATED'S BLUE JEANS GO GREEN™ PROGRAM
BY LAUNCHING A DENIM RECYCLING CAMPAIGN THIS FALL**

Los Angeles, CA – **GUESS**, the global lifestyle brand famous for its iconic ad campaigns and trend setting denim, is proud to partner with **Cotton Incorporated's Blue Jeans Go Green™** program by launching a **Fall Denim Recycling Campaign** that will take place in over 160 GUESS Stores across the U.S. and Canada beginning **August 16th, 2016** through **October 1st, 2016**.

The Blue Jeans Go Green™ denim recycling program has been helping communities in need across the country since 2006 by giving recycled denim “new life” and converting it to UltraTouch™ Denim Insulation. Backed by the company’s chain-wide in-store, digital and online marketing campaign, it is GUESS’ mission to encourage men and women everywhere to recycle their denim at any local GUESS store between **August 16th, 2016 and October 1st, 2016** and in exchange, receive a key chain with an offer card for **30% off a new pair of regular-priced GUESS denim** purchased in-store or online. GUESS welcomes all customers to recycle an unlimited amount of denim however there is a limit of five offer cards per customer while supplies last. Denim collected through the Blue Jeans Go Green™ program is recycled into UltraTouch™ Denim Insulation by Bonded Logic, Inc., and a portion of this insulation is in turn distributed to organizations such as Habitat for Humanity to help communities in need. Since the launch, Blue Jeans Go Green™ has diverted over 600 tons of denim from landfills and collected over one million pieces of denim to date.

“**GUESS’** partnership with **Cotton Incorporated's Blue Jeans Go Green™** program is a representation of what our brand believes in, which is preserving the environment and protecting its future.” **says Victor Herrero, Chief Executive Officer of GUESS?, Inc.** “**GUESS’ Fall Denim Recycling Program** will provide our customers and the community with the resources to make a positive change. By understanding and prioritizing our social and environmental impacts, we will create a stronger brand that will continue to be a worldwide leader, shaping the fashion industry.” - **Victor Herrero**

The company will promote the **GUESS Denim Recycling Program with the Blue Jeans Go Green™** program to customers and the community with messaging in storefront windows, in-store signage and events in partnership with People StyleWatch, email and mobile marketing, and social media posts that invite shoppers to help communities in need by simply recycling any piece of GUESS or non-GUESS denim. GUESS is thrilled to provide an engagement program across the United States and Canada that aligns with GUESS' sustainability efforts which can be viewed in our first sustainability report available here: www.guess.com/sustainability/home/.

“We know GUESS customers love their denim, and this drive will give them a chance to recycle their old jeans and find some new favorites,” says **Andrea Samber, Co-Director of Strategic Alliances at Cotton Incorporated**. “They will not only be supporting their favorite store, but also helping the environment and giving back to their communities.” – **Andrea Samber**

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.

ABOUT COTTON INCORPORATED

Cotton Incorporated, funded by U.S. cotton producers and importers of cotton and cotton textile products, conducts worldwide research and promotion activities to increase the demand for and profitability of cotton. For more information about the Blue Jeans Go Green program and to learn how to get involved, please visit www.BlueJeansGoGreen.org.