



BRUNOMAGLI

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(July 13, 2016) New York. Luxury Italian brand Bruno Magli has today announced two new partnerships in Asia with Sitoy Retailing Ltd. in China and Bruno Magli Partners Co., Ltd. in Japan. With these partnerships, coupled with its existing legacy business in South Korea, Bruno Magli is positioned to become one of the leading luxury lifestyle brands in Asia.

The partnerships in both countries include a robust retail strategy. In addition to wholesale distribution, Sitoy Retailing Ltd. will open the first Bruno Magli shop-in-shop in the SOGO department store at Causeway Bay in Hong Kong in August 2016, to be followed by at least 15 mono-branded stores throughout China. In September, Bruno Magli Partners Co., Ltd. will launch e-Commerce in Japan, a historic market for Bruno Magli loyalists. Additional stores are slated for 2017 and beyond.

“Bruno Magli has a classic Italian heritage with 80 years in luxury and a reputation for unique design and quality craftsmanship. Sitoy is very excited to partner with Bruno Magli, offering style-conscious consumers an undeniable choice in quality from this heritage brand”, said Andrew Yeung, Executive Director and Head of Retailing at Sitoy Group.

“With 55 years in Japan, Bruno Magli has built a brand synonymous with classic styling, quality craftsmanship, and exceptional comfort. As investors, Bruno Magli Partners Co., Ltd. are confident that Bruno Magli will continue to grow as a leading lifestyle brand in the Japanese market,” said Kyle Nakamura, President at Bruno Magli Partners Co., Ltd.

Fall/Winter 2016 will also see the launch of an extensive, global ad campaign and the much anticipated re-launch of Bruno Magli women’s footwear, with actress Lucy Liu as the category’s brand ambassador. Other new categories set to launch for holiday include men’s tailoring, men’s bags and small leather goods, men’s hosiery, women’s handbags, and men’s and women’s timepieces.

“This is an incredible time for Bruno Magli”, said Cory M. Baker, Chief Operating Officer of Marquee Brands, parent company to Bruno Magli. “As we celebrate the brand’s 80th Anniversary, our expansion into China and Japan with these strategic partners will help solidify our global growth with an already loyal customer base.”

Related Links

www.marqueebrands.com

www.brunomagli.com

<http://www.sitoy.com>

About Sitoy

Sitoy Group was founded by Mr. Michael Yeung in the 1970s and was listed on the Stock Exchange of Hong Kong in 2011. Sitoy Group have been actively developing the Greater China retail market since 2011 for Tuscan's, a leather goods brand from Italy, with retail outlets in major cities such as Beijing, Shanghai, Guangzhou and Chengdu, while simultaneously expanding a select distribution network into secondary and tertiary cities. Sitoy Group's commitment to development in China is reflected in the comprehensive retail coverage. Sitoy Group also develops and manufactures a wide range of leather goods for many of the world's renowned leather goods & accessories brands.

About Bruno Magli

Since its inception in 1936, Bruno Magli has created refined, handcrafted footwear for those who appreciate elegant design and impeccable craftsmanship. Today, Bruno Magli continues to evolve its heritage by reinventing luxury essentials for a new generation.

About Marquee Brands

Marquee Brands is a brand acquisition, licensing and development company. Sponsored by Neuberger Berman Private Equity, a business of Neuberger Berman, one of the world's leading employee-controlled investment managers, Marquee Brands targets high quality brands with strong consumer awareness and long-term growth potential. Marquee Brands seeks to identify brands in various consumer product segments with the goal of expanding their reach across retail channel, geography and product category while preserving the brand heritage and enhancing the ultimate consumer experience. Through its global team of professionals and partners, Marquee Brands monitors trends and markets in order to grow and manage brands in partnership with retailers, licensees and manufacturers through engaging marketing and strategic planning.