

April 04, 2016

For Immediate Release

TOMMY BAHAMA Contact: Orsi Public Relations
Janet Orsi/Dyann Hawkins (323) 874-4073
janet@orsipr.com/dyann@orsipr.com

Tommy Bahama®

Tommy Bahama Names Dawn Brandl Senior Vice President of Men's Design and Product Development



Dawn Brandl

Bradley O'Brien, Executive Vice President of Design and Product Development for *Tommy Bahama*, has announced the appointment of Dawn Brandl as Senior Vice President of Men's Design. Ms. Brandl is based at the company's Seattle, WA, headquarters and reports to Ms. O'Brien. The appointment is effective immediately.

"Dawn is a seasoned menswear expert with a rich background of working with many diverse brands," said Ms. O'Brien. "She has a terrific sense of our brand heritage and what the future holds for Tommy Bahama. We're excited to have Dawn join our team."

As Senior Vice President of Men's Design, Ms. Brandl is responsible for all facets of design and product development within the *Tommy Bahama* men's product categories.

"I am very pleased to join the Tommy Bahama creative team," said Ms. Brandl. "Tommy Bahama is an iconic American brand with an extremely loyal guest following. I was immediately drawn to the Tommy Bahama brand for its authentic DNA that stands out in today's crowded retail market place. The brand message is uniquely positive and clear – it's about making life one long weekend."

Ms. Brandl is a creative fashion industry executive with over 20 years of experience at many of today's leading fashion brands. Before joining *Tommy Bahama*, Ms. Brandl was Creative Director/VP of Design for Men's and Women's at Sperry Topsider Apparel, responsible for all product categories. Prior to that, she was Sr. Creative Director for Converse One Star, responsible for men's and women's apparel and accessories. Ms. Brandl has also held executive design positions at Polo Ralph Lauren as VP of Men's Design, Tommy Hilfiger as Design Director for Men's and American Eagle as Men's Designer.

High resolution image available upon request

ABOUT TOMMY BAHAMA

Tommy Bahama is part of Tommy Bahama Group, Inc., a wholly owned subsidiary of Oxford Industries, Inc. (NYSE:OXM). Established in August 1992, with corporate headquarters in Seattle, *Tommy Bahama* is an island-inspired lifestyle Brand that defines relaxed, sophisticated style in men's and women's sportswear, swimwear, accessories, footwear and a complete home furnishings collection. The company owns and operates over 160 *Tommy Bahama* retail locations worldwide, 16 of which offer a *Tommy Bahama Restaurant & Bar*. The *Tommy Bahama* collection is available on *TommyBahama.com* and at the finest U.S. retailers, including Nordstrom and other specialty retailers. Additional stores will be opening this year. For more information, please visit www.tommybahama.com.