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For Immediate Release

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Tommy Bahama®

Tommy Bahama Signs New Licensing Agreement with Showroom35 for Handbag Collection

Tommy Bahama, the iconic island-inspired lifestyle brand, has signed a new licensing agreement with Showroom35 to manufacture a collection of women's handbags that will launch for Holiday 2016. The new collection will debut this month at market in New York City. This agreement is effective immediately.

"We are very excited about the launch of handbags and more importantly our partnership with Showroom35," says Chrisann Furciato, Senior Vice President, Licensing, *Tommy Bahama*. "They have a very strong design team that understands our brand and customer. This expertise coupled with their success in the marketplace with several branded businesses provides us with the confidence to enter this category. We look forward to further expanding the Tommy Bahama portfolio and providing our customer with beautiful bags."

The *Tommy Bahama* handbag collection will take on the versatile, modern sensibility of the brand with an offering of silhouettes that ranges from cross body styles to clutches, tote bags, hobos and shoulder bags of all sizes. Imported leathers provide the basis of the collection, which will also consist of styles cut from seasonal fabrics and soft straws. Intricate details and embellishments, and gorgeous patterns inspired by the women's sportswear collection, make this Holiday 2016 offering unique. Retail prices are expected to range from \$98-\$268.

"Tommy Bahama is an exciting new addition to our Showroom35 portfolio," says Terry McCormick, President of Showroom35. "We are passionate about delivering high quality handbags to the marketplace through thoughtful design and production, as well as close collaboration with the Tommy Bahama team."

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.

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ABOUT SHOWROOM35

Trebbianno LLC d/b/a Showroom35 was founded by Tony Cheng and Terry McCormick in 1997. The company is a fashion leader for women's accessories and promotional items. The brand portfolios include Botkier, Vince Camuto, BCBGeneration, Jessica Simpson, Lucky Brand, Louise et Cie, Cole Haan, Nicole Miller and Joe's Jeans. Showroom35 products are distributed to department stores nationwide. Showroom35 has significant business with Saks 5th Avenue, Bloomingdales, Nordstrom, Macy's, Lord & Taylor, Dillard's and JCPenney. Showroom35 recently entered into the beauty division, designing promotional items for the prestige beauty and fragrance industry. Promotional items are produced for brands such as Estee Lauder, Elizabeth Arden and Calvin Klein. Showroom35 has proven its ability to capture fashion trends within the handbag and jewelry categories and execute the designs of the highest quality aimed at specific price points. For additional information on Showroom35 please visit www.showroom35.com.

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