



November, 2012

Press Release

Tommy Bahama Will Launch in Japanese Market in Spring of 2013

Much-awaited Island-inspired Lifestyle Brand from U.S., Opening First Retail Store and Restaurant in Ginza District in Tokyo to “Make Life One Long Weekend”



Tommy Bahama, the popular lifestyle brand from the U.S., announced today that the first *Tommy Bahama Bar, Restaurant and Store* will open in Tokyo in the spring of 2013. The new store totals 557square meters (168 tsubo) with two floors including a restaurant and bar area. Embodying the unique vision of the brand to ‘Make Life One Long Weekend’, the store offers a relaxed atmosphere where the guests can enjoy the island-inspired lifestyle with both a fashion and dining experience.

The store will feature men’s and women’s sportswear, swimwear, footwear and accessories as well as attractive home décor items. Adopting the *Tommy Bahama Bar, Restaurant and Store* concept that combines fashion and fine dining, there will be a bar area on the first floor and a restaurant on the second floor next to the retail store. The Ginza store will be the very first *Tommy Bahama Bar, Restaurant and Store* to open outside the U.S. Launched 16 years ago in Naples, Florida, *the Bar, Restaurant, and Store* concept embodies the relaxed lifestyle of *Tommy Bahama*.

For the Asian market including Japan, the apparel and swimwear collection for men and women will be redesigned with new silhouettes and details that fit the local clientele, and will offer sophisticated items representing the island-inspired lifestyle such as premium aloha shirts in silk, or the variations of the print dress collection.

“With our new store openings in Macau in April, Singapore in May, and Hong Kong in December this year, our retail development in Asian markets has progressed successfully,” said Terry Pillow, Chief Executive Officer of Tommy Bahama.

“Launching the first *Tommy Bahama Bar, Restaurant and Store* outside the U.S. market next spring will mark our further expansion into the global market, and we are thrilled to introduce our relaxed lifestyle brand to Japan with the Ginza location.”

“The first store opening in Japan will be a very important step for our store development strategy in the Asian market,” said Raymond de Malherbe, Senior Managing Director of Tommy Bahama International. “With the premium location in Ginza, we are looking forward to offering our brand experience to ‘*Make Life One Long Weekend*’ for our Japanese customers with both fashion and dining.”

The *Tommy Bahama Bar, Restaurant and Store* will provide guests with an alternative to the crowds of the busy Ginza streets... a place where they can shop or just sit back, relax and enjoy a refreshing cocktail and a delicious island-inspired menu. The new Ginza store will open in the spring of 2013.

<Outline of Ginza Store>

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| ■ Store | Tommy Bahama Ginza Store |
| ■ Location | 7—10—1, Ginza, Chuo-ku, Tokyo 104-0061 |
| ■ Store Space | 557 m ² (168 tsubo) with 2-story retail store, bar, and restaurant |
| ■ Products | ready-to-wear and swimwear for men and women/ footwear/ accessory/ home décor items/ interior items |

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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 100 *Tommy Bahama* stores worldwide, with 13 of those locations offering a *Tommy Bahama* restaurant & bar. *Tommy Bahama* products are also available at the country's finest retailers, including Nordstrom and other specialty retailers and *TommyBahama.com* ships to over 100 countries. Additional stores will be opening this year. For more information, please visit www.tommybahama.com.

<For Further Information>

Yoshida Kikaku Co., Ltd. TEL : 03-3408-2811 FAX:03-3408-2801

Miki Kurosaka mkurosaka@yoshida-kikaku.co.jp 携帯 : 090-8017-3702

Yoko Yamada yyamada@yoshida-kikaku.co.jp 携帯 : 080-3585-8019

3-18-6-2A, Sendagaya, Shibuya-ku, Tokyo 151-0051 www.yoshida-kikaku.com