



# BRAND BOOK

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Fall Winter 2019



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# About GUESS®

GUESS was founded in 1981 by the Marciano brothers to create an iconic global lifestyle brand with strongly held values.

Headquartered in Los Angeles, California, we design, market, distribute and license one of the world's leading lifestyle collections of contemporary apparel and accessories for men, women and children that reflect the American lifestyle and Asia fashion sensibilities.

Our apparel is marketed under numerous trademarks including GUESS, GUESS?, GUESS U.S.A, GUESS Jeans, GUESS? and Triangle Design, MARCIANO, Question Mark and Triangle Design, a stylized G and a stylized M, GUESS Kids, Baby, GUESS, YES, Gc, G by GUESS and GUESS by MARCIANO (Guess Americas only).

The lines include full collections of clothing, including jeans, pants, skirts, dresses, shorts, blouses, shirts, jackets, knitwear, intimate apparel, kids and infant's apparel. We also distribute a broad range of products that complement our apparel lines, including eyewear, watches, handbags, footwear, outerwear, swimwear, fragrance, jewelry and other fashion accessories. These complementary products are either designed and sourced at the Guess headquarters or by selectively granted manufacturing licensees.

Guess?, Inc. is a publicly traded company listed on the New York Stock Exchange (NYSE: GES).

# Brand Mission Statement

WE ARE COMMITTED TO BEING A WORLDWIDE LEADER IN THE FASHION INDUSTRY.

We deliver products and services of uncompromising quality and integrity consistent with our brand and our image.

We are committed to listening and responding to the needs of our customers, associates, and business partners, and to honoring their individual values.

We are dedicated to personal and professional enrichment through an environment of open communication, teamwork, trust and respect.

We continue to give back to the community, support humanity, and protect the environment as part of our responsibilities.

We remain committed to an entrepreneurial spirit that fuels the growth of our company and increases shareholder value.

Through principled leadership, we embrace diversity, and we cultivate strength, pride, and passion to align our personal lives with our professional lives.





**MESSAGE FROM OUR CEO**

# CARLOS VISION



**CARLOS ALBERINI**  
Global CEO Officer, Guess?, Inc.

(right) Paul Marciano. Co-Founder, Executive Chairman,  
Chief Creative Officer, Guess?, Inc.  
(Mid) Carlos Alberini. (CEO Global);  
(left) Maurice Marciano, Co-Founder and  
former Chairman of the Board, Guess?, Inc.





GUESS GIRL



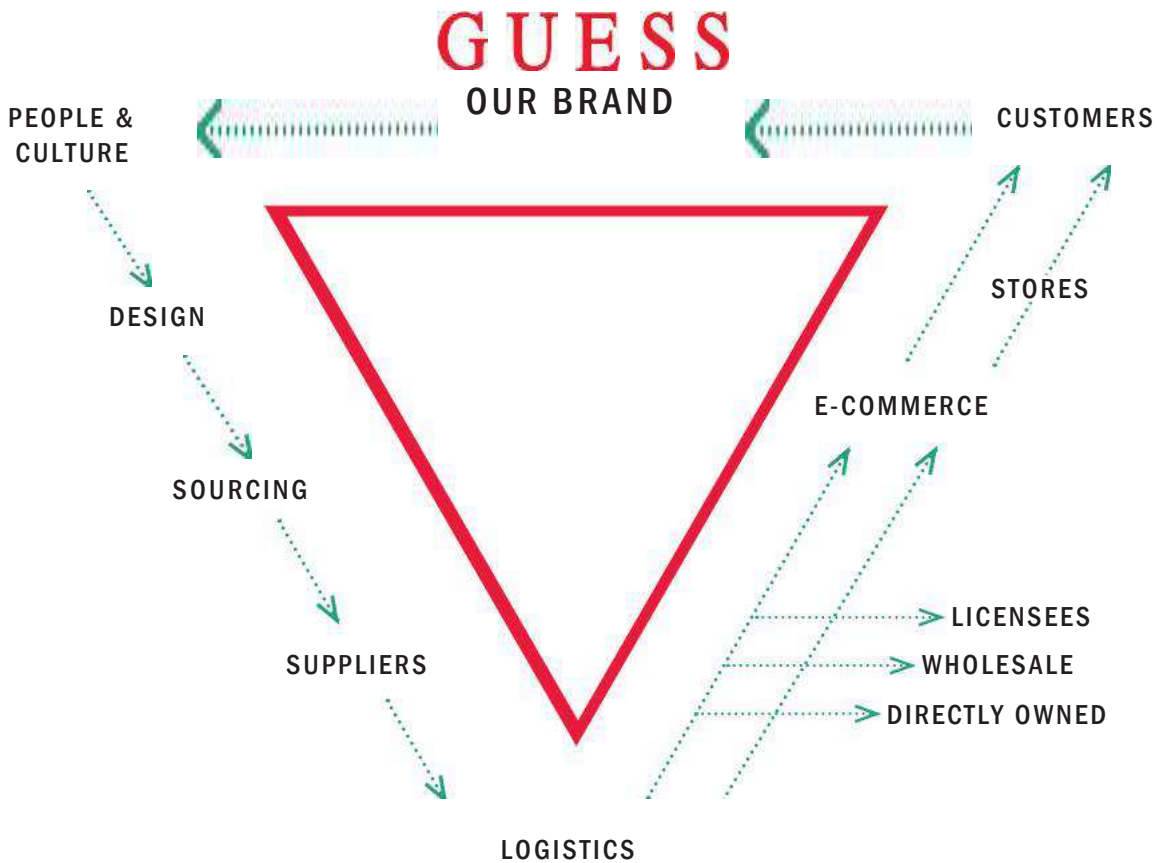


## OUR BUSINESS MODEL

GUESS is a global diversified lifestyle brand. Our brand is sexy, young and adventurous. It drives fashionable, distinct product designs that underpin our reputation and customer loyalty.

We operate in fast-moving global markets serving the style-conscious consumer through the iconic GUESS brand image. Our designers travel throughout the world to monitor fashion trends and discover new fabrics that inspire new lines and collections.

Our manufacturing supply chain, logistics and distribution channels are built upon long-term supplier relationships that help us achieve efficient and timely delivery of our products. We use multiple distribution channels including direct-to-consumer, wholesale and licensing arrangements to sell our products, affording us agility in rapidly changing markets.





## Design

GUESS, G by GUESS and MARCIANO apparel products are designed by in-house design teams located in Los Angeles, California; Lugano, Switzerland, and Seoul, South Korea. The Guess?, Inc. brand teams create the design aesthetic for apparel products, jewelry and some accessories.

## Global sourcing and supply chain

Our apparel products are manufactured by a network of contracted suppliers around the world.

We retain responsibility for the sourcing and quality control of raw materials used in our apparel products.

## Suppliers

We mostly engage suppliers through “package purchases”, providing them the clothing designs and the raw material specifications. We also will review and select supplier offerings as needed to help round out our product portfolio. The supplier procures the raw materials, manufactures and delivers the finished product to our distribution centers.

## Logistics

A number of distribution centers service our major markets. Our manufacturing supply chain, logistics and distribution channels are built upon long-term supplier relationships that help us achieve efficient and timely delivery of our products. We use multiple distribution channels including direct-to-consumer, wholesale and licensing arrangements to sell our products, affording us agility in rapidly changing markets.

## Licensing and joint ventures

We selectively expand our product offerings and global markets through trademark licensing arrangements and joint ventures. These international licenses, distribution agreements, and business partnerships allow for the sale of our branded products in major department stores and upscale specialty retail stores.

## Wholesale distribution

We sell through both domestic and international wholesale distribution channels as well as licensee operated retail stores and concessions.

## Direct-to-consumer distribution and retail channels

Our brand’s direct-to-consumer network is made up of both directly operated brick and mortar retail stores and e-commerce.



GUESS JEANS  
U.S.A.



GUESS® X PLACES + FACES



**WARNING**  
Cars Parking In Street  
Need Permit  
Or You Will Be Towed  
At Owners Expense

THE VIPER ROOM

GUESS® X GENERATIONS

# Lapasyans



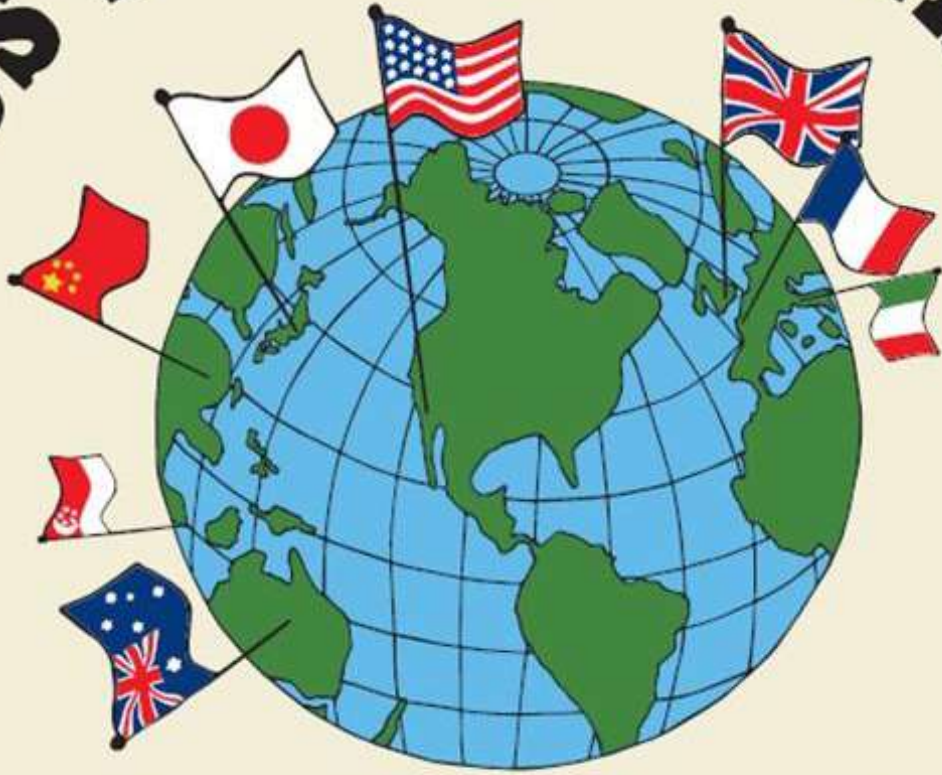
GUESS® X Balvin



GUESS® X 88RISING

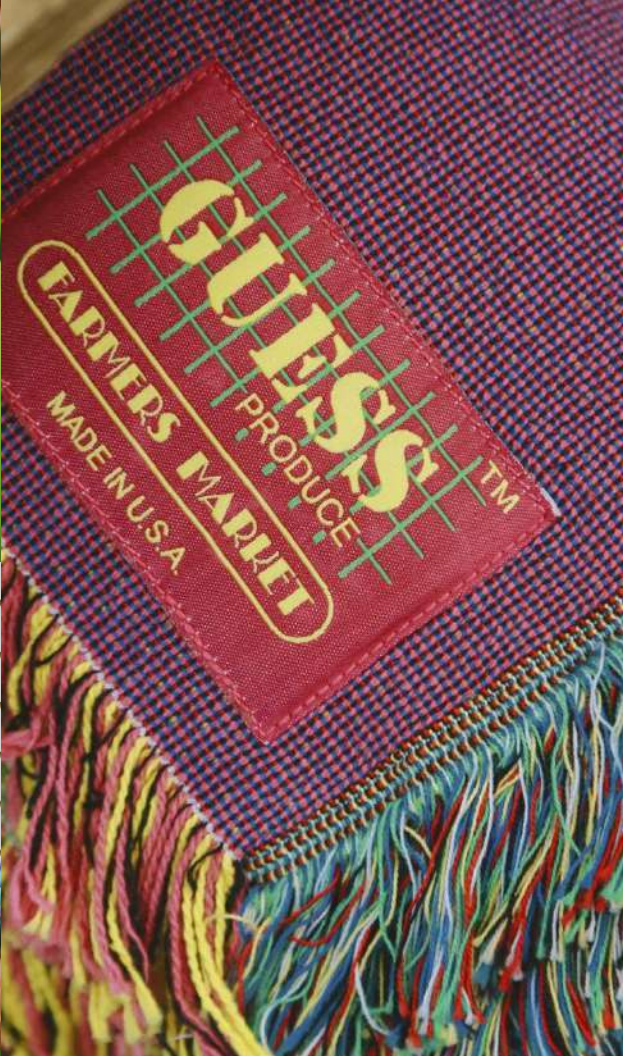


**GUESS FARMERS MARKET**




**GLOBAL TOUR**

**GUESS JEANS**  
U.S.A.



GUESS® FARMERS MARKET

A pair of blue denim jeans is shown in a washing machine, surrounded by water and bubbles. The jeans are partially submerged, and the water is foamy. The image is a close-up shot, focusing on the texture of the denim and the movement of the water.

Denim is our world.



Denim is our world.



*Denim is our world.*



The GUESS ECO Luxe Jean is designed with TENCEL™ x REFIBRA™ lyocell fibers using the pulp from upcycled cotton garment scraps and wood, which reduces the need to extract additional raw materials from nature. Part of our Sexy Curve fit.

Made with less water using state-of-the-art technology and featuring an innovative dye process for cleaner production.

# Fashion Trend

## 2019

2019 Fall Winter, Guess,  
tapping into a playful mix &  
match mindset to allow every  
girl find something for her  
wardrobe



Light pop animalier

Soft check



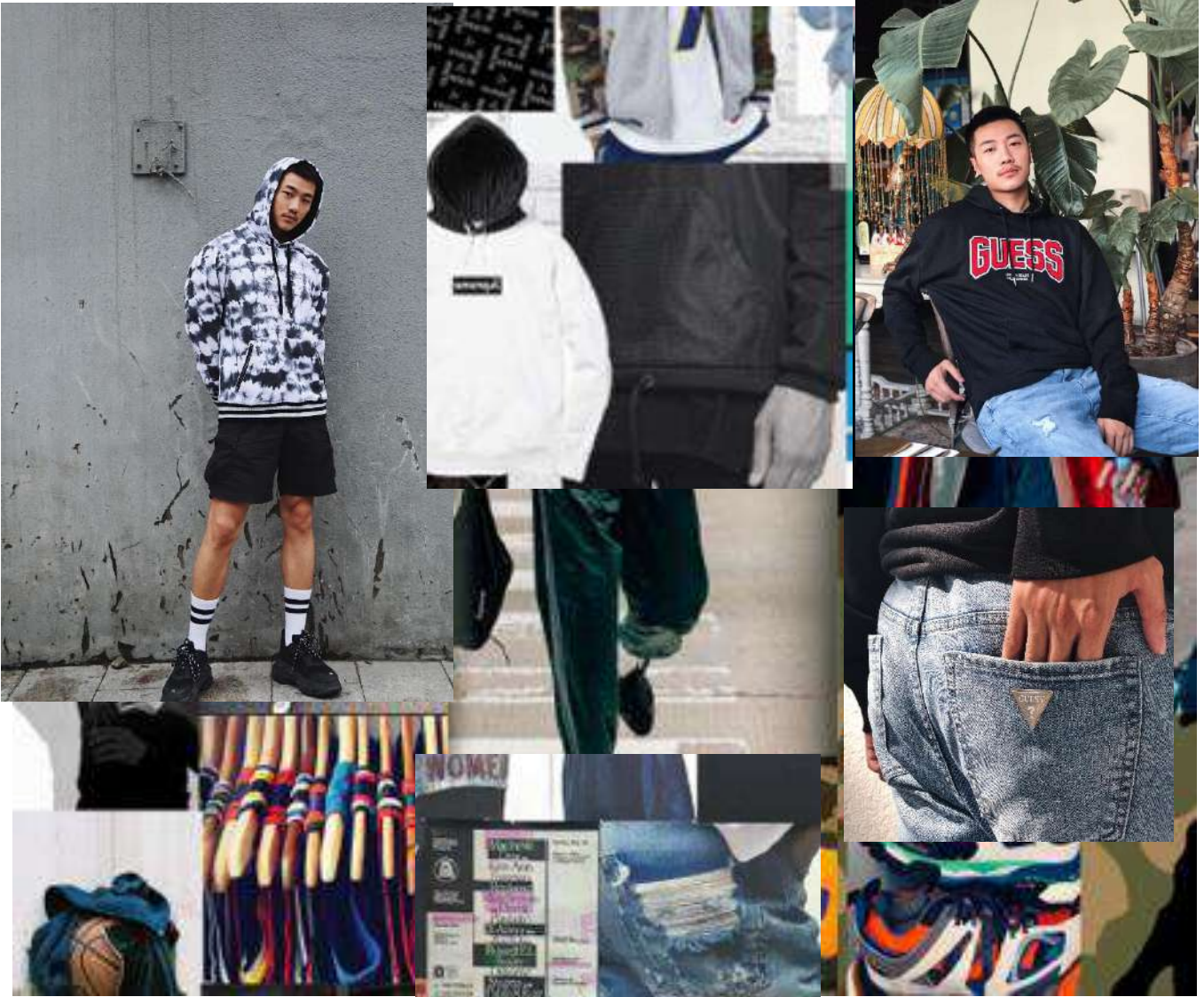






# Fashion Trend 2019

Fun Mix between Tailoring &  
Athletic for EVERYDAY







# Fashion Trend

## 2019

Mixology  
Go Big or  
Go Home



Oversized prints



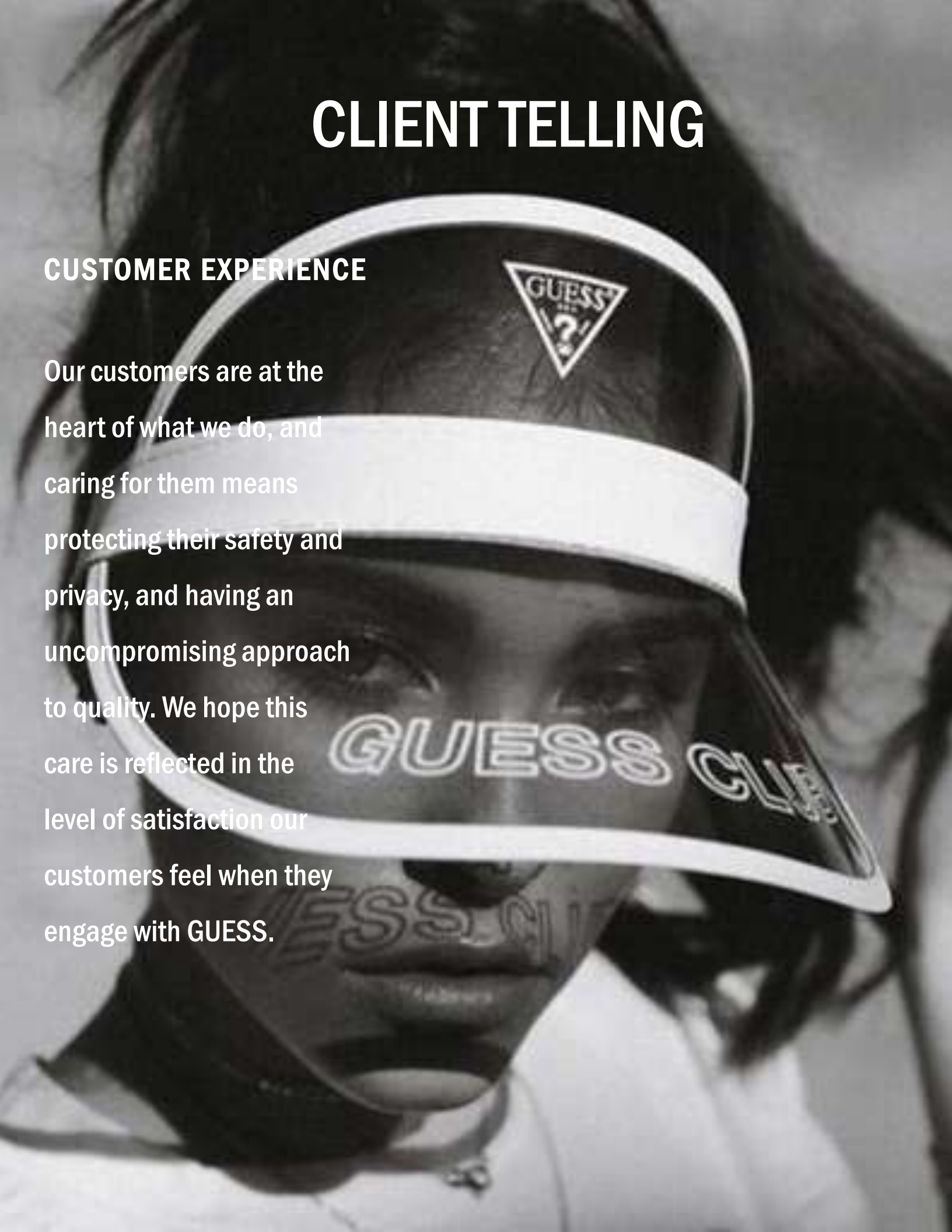
Big metal letters



# CLIENT TELLING

## CUSTOMER EXPERIENCE

Our customers are at the heart of what we do, and caring for them means protecting their safety and privacy, and having an uncompromising approach to quality. We hope this care is reflected in the level of satisfaction our customers feel when they engage with GUESS.





**GUESS JEANS**  
U.S.A.

SEAN WOTHERSPOON  
INFINITE ARCHIVES  
CALI THORNHILL DEWITT  
PLACES+FACES  
DR. ROMANELLI  
ALCHEMIST

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*guess  
originals*

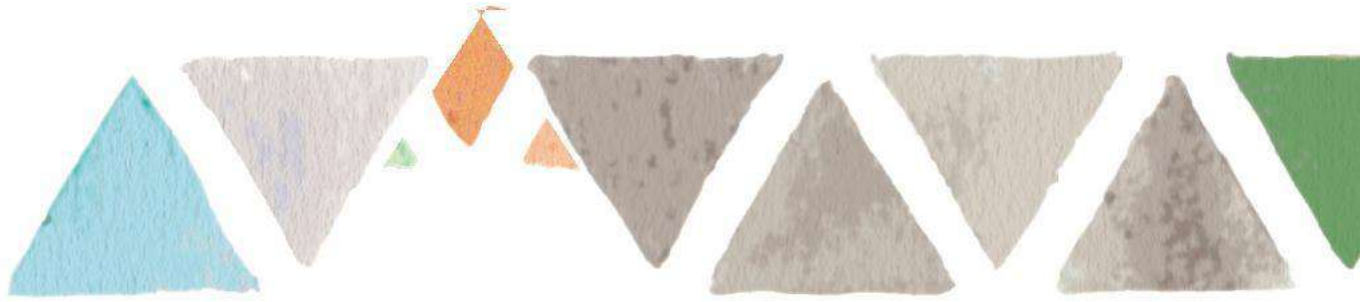
88RISING  
CHINATOWN MARKET  
PLEASURES  
CARROTS  
ROKIT

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**GUESS**  
LOS ANGELES

JENNIFER LOPEZ  
CAMILA CABELLO  
GENERATIONS  
J. BALVIN  
LAFC

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## Customer Satisfaction

GUESS has a number of mechanisms for receiving customer feedback, communicating improvements, and rewarding our most loyal customers.

## Guess Customer Care

For Guess US and Canada, we have a phone number widely advertised for easy access to our customer call center. For Guess Europe and China, this hotline is in the form of an online inquiry submission.

## Guess Loyalty Program

In FY2018, for Guess China, we launched the new loyalty program, merged online and retail database, so our customers could accumulate points more quickly, and spend at the redeem center for coupons and gifts. We also offer surprise and personalized rewards on occasion, to show our appreciation to our most loyal customers. We coordinate between online and retail to ensure a seamless customer experience.

## Direct customer interaction

GUESS associates go through rigorous and frequent training on customer communication, needs and latest trends. Associates in Guess write daily reports that are submitted to managers and detail any customer feedback. If an issue requires immediate attention, there are a variety of ways the associates will take the issue up through their managers or to corporates needed.

## Customer privacy

Protecting customers' personal and financial data is a priority for us. We use a multi-layer firewall to protect data and rigorous testing systems to ensure security of our customer's data. We protect customer information in accordance with the Privacy Policy set out on our website.

## Customer health and chemical testing

As part of our quality control program, it is our policy to conduct quality and health and safety inspections for all product styles throughout the value chain: from raw materials and prototype testing to contractor manufacturing and distribution center arrival. We also perform random, in-line quality control checks during and after production, as well as before distribution. This strict protocol not only maintains the quality and reputation of our products but ensures the safety and satisfaction of our customers.

## Social media

Our presence on [Weibo](#), [WeChat](#), [Redbook](#), Instagram, Facebook, Pinterest, Twitter, YouTube and Snapchat allows customers to provide direct feedback and receive information on inquiries related to product availability, issues, or special events.



WECHAT



WEIBO



STORE



SOCIAL MEDIA



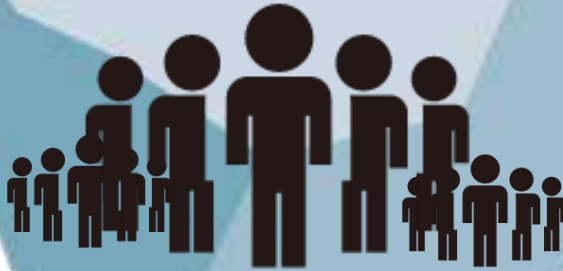
O2O



E-COMMERCE



OFFLINE STORE



**LOYALTY PROGRAM**





**GUESS?, INC. RETAIL STORES ARE IN MORE THAN**

# **100 Countries**

## **GLOBAL STORES**

**GUESS, the flagship brand for Guess?, Inc., is a lifestyle collection of contemporary apparel, denim, handbags, watches, footwear and other related consumer products. GUESS products are distributed through GUESS stores as well as better department and specialty stores around the world.**

**[www.guess.com](http://www.guess.com)**

# FY 2017

NUMBER OF GLOBAL STORES  
(direct operations, licensees & distributors)

1,719

IN MORE THAN 100 COUNTRIES, NET REVENUE

\$2,6BILLION

GLOBAL Employee

1000,000+

547  
AMERICAS

720

EUROPE & MIDDLE EAST  
490 DIRECTLY OPERATED

7M

PAIRS OF JEANS  
MADE IN FY2017

536

ASIA  
227 DIRECTLY OPERATED

14,300

NUMBER OF  
ASSOCIATES

101

MARKETS  
SERVED  
(countries)

# GLOBAL

# YTD FY19



# GREATER CHINA



STORE IMAGE - GUANGZHOU



STORE IMAGE – SHANGHAI



STORE IMAGE – HONGKONG



STORE IMAGE – MACAU



STORE IMAGE – TAIWAN





# New Store Inspired

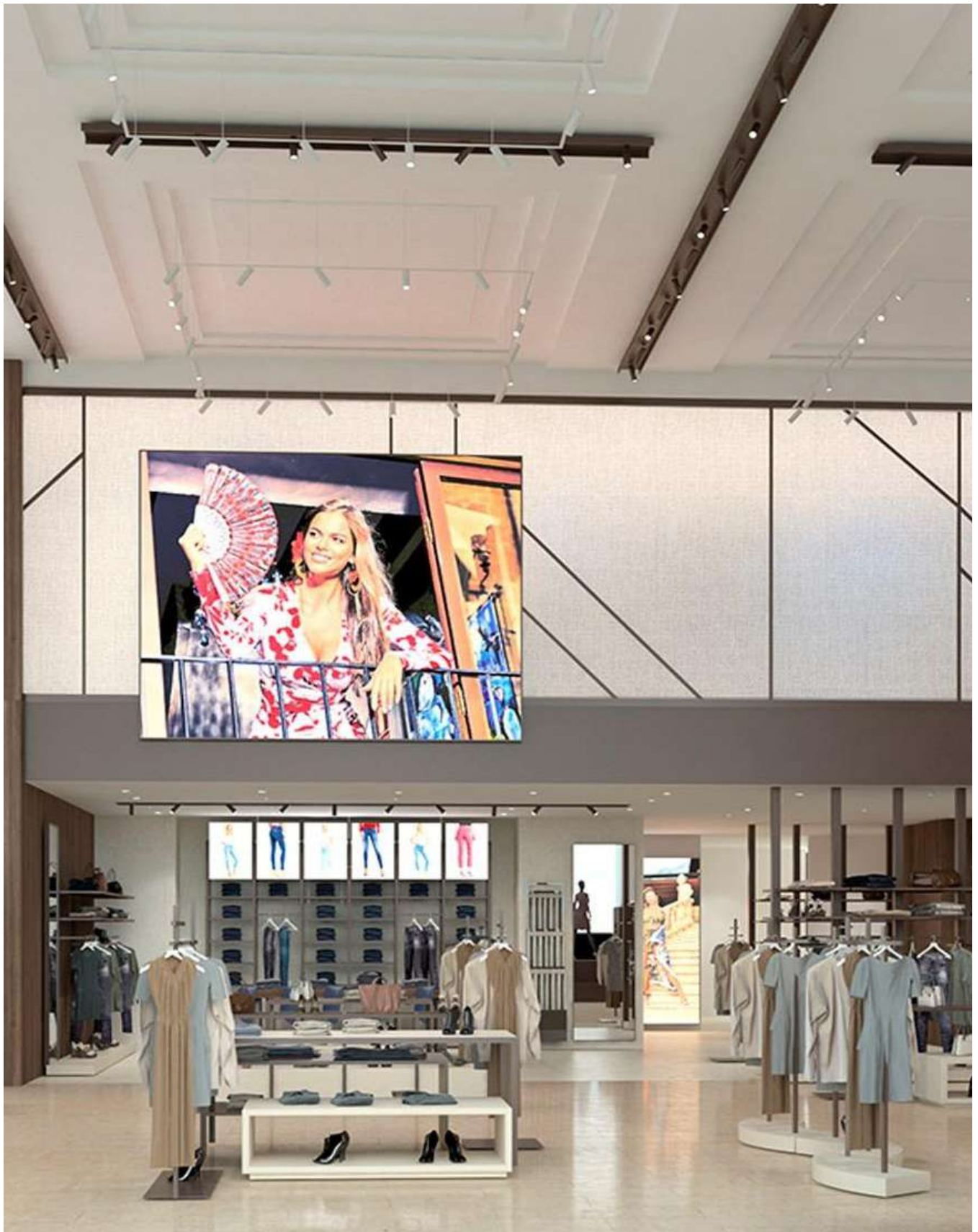
Inspired by the fancy neon light boxes of New York's Times Square, it combines the simplicity of contemporary minimalist design with brown and white purity and modernity.

The perfect combination of two sensational feelings in one store reflects the diversity and inclusiveness of GUESS clothing.

Here you can be both minimalist and stylish.



MILANO GRANDI STAZIONI



MILANO GRANDI STAZIONI



MILANO GRANDI STAZIONI



