



*Brooks Brothers*

***Authentic Brands Group and SPARC Group to Acquire the Venerable Brooks Brothers Brand***

*The Strategic Partnership will Uphold the Legacy of the Esteemed American Fashion Institution*

New York, NY – August 17, 2020 - Authentic Brands Group LLC (ABG), a global brand owner, marketing and entertainment company, and SPARC Group, LLC (SPARC), a leading retail enterprise, today announced that they have been approved by the U.S. Bankruptcy Court as the buyers of the Brooks Brothers brand. ABG will own the brand’s intellectual property and SPARC will own the operation. In addition to Brooks Brothers, SPARC’s operating platform will now include Lucky Brand, Nautica, and Aéropostale. The owners of SPARC also own 75% of Forever 21, and a major stake in Volcom. The brands collectively generate nearly \$7 billion in systemwide retail sales annually.

“We’re thrilled to emerge as the confirmed buyers of Brooks Brothers,” said Jamie Salter, Founder, Chairman, and CEO of ABG. “Brooks Brothers has incredible history and staying power with several generations of faithful customers. Together with SPARC, we will build upon the brand’s legacy and look at expanding its product offerings and audiences through a global network of retail stores and prestigious partners.”

Since its founding over two centuries ago, Brooks Brothers has become a legendary global lifestyle brand, known for shaping American style through fashion innovation, fine quality and fit, exceptional service, and value. With 500 retail stores in 45 countries worldwide, Brooks Brothers continues to be the ultimate destination for fresh and modern interpretations of classic style.

Through this acquisition, SPARC, the dedicated operating company for lifestyle brands including Aéropostale, Nautica, and Lucky Brands, will assume the role of core licensee and manage the Brooks Brothers operations, which include sourcing, product design and development, wholesale, eCommerce, and oversight of its branded retail stores in the U.S.

“We are pleased to be part of the new ownership group that has preserved this iconic American brand,” said Marc Miller, CEO of SPARC Group. “This acquisition supports our strategic focus of diversifying the SPARC retail platform and enhances our capabilities in premium product design and manufacturing.”

Brooks Brothers’ new ownership group is working with various landlords to continue store operations across North America, Central and South America, Mexico, Europe, the Middle East, China, and Japan, while converting the brand’s international owned store operations to a licensed partnership model.

ABG will work with its current and new partners to strategically expand Brooks Brothers’ product offerings and footprint across key international territories. Leveraging its marketing expertise,



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ABG will adapt the Brooks Brothers brand for the next generation of consumers while retaining its devoted audience through a strategy that focuses on introducing enhanced creative, engaging and growing its following online, and launching collaborations that interpret the brand's DNA for new audiences.

The sale is subject to certain customary closing conditions and the sale is expected to be complete by August 31, 2020.

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#### **About Authentic Brands Group**

Authentic Brands Group (ABG) is a brand development, marketing, and entertainment company, which owns a portfolio of global media, entertainment, and lifestyle brands. Headquartered in New York City, ABG elevates and builds the long-term value of more than 50 consumer brands and properties by partnering with best-in-class manufacturers, wholesalers, and retailers. Its brands have a global retail footprint in more than 100,000 points of sale across the luxury, specialty, department store, mid-tier, mass, and e-commerce channels, and more than 6,000\* freestanding stores and shop-in-shops around the world. Pending acquisitions in Q3 2020\*.

ABG is committed to transforming brands by delivering compelling product, content, business, and immersive experiences. It creates and activates original marketing strategies to drive the success of its brands across all consumer touchpoints, platforms, and emerging media. ABG's portfolio of iconic and world-renowned brands generates more than \$14 billion\* in annual retail sales and includes Marilyn Monroe®, Elvis Presley®, Muhammad Ali®, Shaquille O'Neal®, Sports Illustrated®, Dr. J®, Greg Norman®, Neil Lane®, Thalia®, Nautica®, Aéropostale®, Forever 21®, Juicy Couture®, Vince Camuto®, Herve Leger®, Judith Leiber®, Barneys New York®, Brooks Brothers®, Frye®, Lucky Brand®, Nine West®, Jones New York®, Frederick's of Hollywood®, Louise et Cie®, Sole Society®, Enzo Angiolini®, CC Corso Como®, Hickey Freeman®, Hart Schaffner Marx®, Adrienne Vittadini®, Taryn Rose®, Bandolino®, Misook®, Spyder®, Tretorn®, Tapout®, Prince®, Volcom®, Airwalk®, Vision Street Wear®, Above The Rim®, Hind®, Thomasville®, Drexel®, and Henredon®. Pending acquisitions in Q3 2020\*.

For more information, visit [authenticbrandsgroup.com](http://authenticbrandsgroup.com).  
Follow ABG on [Twitter](#), [LinkedIn](#), and [Instagram](#).

#### **About SPARC Group**

SPARC Group LLC (SPARC) is a global enterprise which designs, sources, manufactures, distributes, and markets apparel and accessories for men, women, and kids. A full-service retail operator, SPARC delivers product and commerce innovation through a multi-brand platform which supports 3,600-plus\* retail doors and shop-in-shops, robust eCommerce, and leading wholesale accounts in North America, South America, Europe, and Asia Pacific. As the dedicated operating



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partner for Brooks Brothers\*, Nautica, Aéropostale, and Lucky Brand, SPARC supports approximately \$4.7 billion\* in global retail sales annually. Pending acquisitions in Q3 of 2020\*.

#### **ABOUT BROOKS BROTHERS**

Brooks Brothers is a legendary global lifestyle brand that has shaped American style through fashion innovation, fine quality, exceptional service, and value. Since its founding in 1818, the brand's offerings have grown to more than 30 categories including tailored clothing, sportswear, outerwear, shoes, accessories, fragrance, and a home collection for men, women, and children. Brooks Brothers also continues to introduce modern interpretations of iconic product staples including seersucker, madras, argyle, the non-iron shirt, and the original polo button-down collar. Brooks Brothers has more than 500 freestanding stores and shop-in-shops, and is available in department stores, specialty channels, and outlets in 45 countries worldwide, as well as on [brooksbrothers.com](http://brooksbrothers.com). Follow Brooks Brothers on [Instagram](#), [Facebook](#), and [Twitter](#).

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