



Sequential Brands Group Names Karen Castellano President of Fashion Division

June 11, 2018

Executive Brings Over 30 Years Industry Experience

NEW YORK, June 11, 2018 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG) ("Sequential" or the "Company"), today announced Karen Castellano as President of Fashion reporting, directly to CEO Karen Murray. Ms. Castellano will oversee the Company's brands in its fashion division, which includes Jessica Simpson, Joe's, William Rast, and Ellen Tracy.

"I'm excited to welcome Karen Castellano to Sequential and have her as part of our executive team," said Karen Murray, CEO of Sequential Brands Group. "Karen has a proven track record of building fashion brands, a deep understanding of the licensing business and solid retail and wholesale relationships. She is a true asset and I'm thrilled she's joining us."

Ms. Castellano joins Sequential from G-III Apparel Group, where she was President of Tommy Hilfiger Women's Denim and Sportswear division and oversaw the design, sales, merchandising and marketing of the brand. Prior to that, she served as Executive Vice President of NYDJ Apparel, where she was responsible for leading the sales, retail planning, wholesale planning and merchandising. Under Castellano's leadership, she transitioned NYDJ from a denim brand into a full lifestyle collection and expanded its international footprint.

Previously, Ms. Castellano served as Chief Executive Officer of TR Designs, Inc. where she managed and strategically led all aspects of the Tracy Reese and Plenty by Tracy Reese lines, designed by legendary American CFDA designer Tracy Reese, worldwide. In 2007, she was recruited by the CEO of Burberry to serve as Vice President of Burberry's Menswear and Childrenswear wholesale business. In 1989, Ms. Castellano joined Liz Claiborne, where she spent almost 20 years serving in various roles including President of Claiborne Sportwear & Mens Mid-Tier Brands. She began her career at Bloomingdales, working in their executive buyer training program, and is a graduate of State University of New York at Binghamton.

About Sequential Brands Group, Inc.

Sequential Brands Group, Inc. (Nasdaq:SQBG) owns, promotes, markets, and licenses a portfolio of consumer brands in the fashion, active, and home categories. Sequential seeks to ensure that its brands continue to thrive and grow by employing strong brand management, design, and marketing teams. Sequential has licensed and intends to license its brands in a variety of consumer categories to retailers, wholesalers, and distributors in the United States and around the world. For more information, please visit Sequential's website at: www.sequentialbrandsgroup.com. To inquire about licensing opportunities, please email: newbusiness@sbg-ny.com.

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