



Joe's Launches Fall 2018 Campaign With Sara Sampaio

August 24, 2018

LOS ANGELES, Aug. 24, 2018 (GLOBE NEWSWIRE) -- Joe's Jeans, the premium denim lifestyle brand, unveiled its newest campaign today, starring top model Sara Sampaio, shot in Los Angeles by photographer Mike Rosenthal and styled by William Graper.

 [Sequential Brands Group, Inc.](#)

Joe's Jeans Fall 2018 Campaign With Top Model Sara Sampaio

 [Joes logo.jpg](#)

For Fall Winter '18, the creative team set out to depict an authentic vibe, highlighting new denim and leather silhouettes, knits, and supple leather outerwear for women. Among the styles Sara is photographed wearing are The Stretch Leather Cropped Boot in Cognac, The Hi Honey Curvy Bootcut in Regan and the Icon Ankle, with side detailing, in Jillie.

"I am so honored to be a part of the Joe's Jeans family," Sara Said. "Working with their team, and shooting their iconic denim has been a dream. Proud to join the ranks of the prestigious line-up before me as their newest face."

Karen Castellano, Fashion Division President at Sequential Brands Group (Nasdaq:SQBG), owner of the Joe's brand stated, "Sara is a wonderful addition to the legacy of campaign faces for the collection in recent years. An ultimate Joe's girl – Sara exudes true confidence and femininity. We are excited about the partnership and where she will take the brand."

Suzy Biszantz, President and CEO of Joe's added, "Sara is an iconic beauty who embodies the Joe's woman with an international profile that complements our growing global business. We are thrilled to feature her in our newest campaign and look forward to the October launch in Vogue."

The fall collection will be available this month at leading retailers including Nordstrom, Saks Fifth Avenue, Bloomingdale's and Neiman Marcus as well as at Joe's freestanding boutiques and online at joesjeans.com.

ABOUT JOE'S JEANS INC.

Founded in 2001 by Creative Director Joe Dahan, Joe's redefines everyday style with its inherently LA sensibility and distinctive rock + roll point-of-view. With an emphasis on offering the perfect fit for everybody, the brand takes a revolutionary approach to denim and sophisticated classics, incorporating the very latest in technology to offer product that is beautiful, innovative and fits flawlessly.

A global brand, JOE'S® is available coast to coast at fine department stores and specialty boutiques in the USA and internationally throughout Europe, Asia, Canada and Latin America.

Website: joesjeans.com // Instagram: @joesjeans

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.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/d4204374-eb2a-433f-9e2d-62223c195ed5>

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