



Sequential Brands Group Launches First Collaboration With Jessica Biel for GAIAM x Jessica Biel Capsule Collection

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NEW YORK, Sept. 21, 2018 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq: [SQBG](#)) launched their highly-anticipated capsule collection, a collaboration between [GAIAM](#) —the yoga, fitness and wellness brand—and Golden Globe and Emmy award nominated actress, producer and activist, Jessica Biel. The brand revealed the collection yesterday, with a celebratory event hosted at The One Hotel Brooklyn Bridge in New York City. The event marked the first celebrity-created line for GAIAM as part of a multi-year partnership with Biel.



Jessica Biel In the Debut Gaiam x Jessica Biel Capsule Collection



Sequential Brands Group CEO Karen Murray and Active Division President Eddie Esses with Jessica Biel Celebrating the Launch of the Debut Capsule Collection



Jessica Biel at the NYC Launch Event



GAIAM®

JESSICA BIEL

"It has been a pleasure working with Jessica. She has been a true collaborator; thoughtfully co-designing the capsule collection with a keen focus on the functionality of each style," said Eddie Esses, President of Sequential's Active Division. "She really pushed to ensure each piece would fit seamlessly into busy modern lifestyles. We are thrilled with the designs and are excited for additional collaborations to come."

During the event, Biel expressed gratitude for the partnership and shared her intention to create attainable, comfortable pieces inspired by the runway. "This is a really authentic partnership for me, yoga and wellness are a huge part of my personal life and have been for a long time," commented Biel. "I wanted something that women could feel good in whether they are doing yoga, working out or just running errands, playing with their kids or simply lounging. The idea was to create something versatile that blends fashion elements with comfort and functionality and that is accessible for every lifestyle."

The evening celebration showcased the collection for the first time in an interactive popup shop where guests raved about the soft-to-the-touch luxurious fabric and the chic, simplistic design. Biel spoke candidly with guests, sharing the versatile ways to wear her favorite styles.

The collection, inspired by Jessica's active, on-the-go lifestyle and love for yoga, fuses fashion and function featuring capris, leggings, tops and jackets in a neutral color palette of soft pinks, greys and sand with pops of oxblood hues. The variety of silhouettes and colors provide endless options from head-to-toe marble prints, to full monochromatic studio-to-street styles. Deep V's, cut-outs and open-back styles offer subtle sexiness evoking feelings of comfort and confidence on and off the mat.

"We are excited to strengthen GAIAM's 20+ year heritage dedicated to making yoga, fitness and wellness accessible to all. We look forward to the

future and continued partnership with Jessica Biel,” said Karen Murray, CEO of Sequential Brands Group.

The collection is available at Bandier, Macy's and Bloomingdales as well as at select brick-and-mortar locations and online.

About Sequential Brands Group

Sequential Brands Group, Inc. (Nasdaq:[SQBG](#)) owns, promotes, markets, and licenses a portfolio of consumer brands in the home, fashion and active categories which includes the GAIAM brand. 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.

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Photos accompanying this announcement are available at

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The photos are also available at Newscom, www.newscom.com, and via AP PhotoExpress.



Source: Sequential Brands Group, Inc.