

# KOMAR

## KOMAR UNVEILS NEW HEADQUARTERS AND ANNOUNCES INVESTMENT IN SRI LANKA

Jersey City, NJ, July 14, 2016 – Komar has announced plans for strategic growth with new global headquarters and an expansion strategy into manufacturing in Sri Lanka. Established in 1908, the company is an industry leader in the design, manufacturing and distribution of sleepwear, intimates, kids and layering apparel brands.

The recent move to new headquarters from multiple Manhattan offices to 90 Hudson Street in Jersey City, New Jersey, represents the culmination of the effort to unify 500 employees into one central location, creating a more nimble organization. “Komar’s continuous growth and further expansion into international markets, made it clear that a consolidated space was essential to firmly position us as a best-in-class organization,” said Charlie Komar, Komar’s President and Chief Executive Officer.

The 160,000-square-foot space spanning three floors, offers staff an environment for greater collaboration. Cross-functional teams including design, sales, merchandising, marketing, sample making and production are now all housed under one roof. The work environment designed by Studios Architecture, includes access to sweeping views of the waterfront, an internal photo studio and a charming café which offers free breakfast, hot coffee and cold beverages available to all Komar employees. David Komar, Chief Marketing Officer stated, “The design was intended to allow for both open areas to foster innovative creativity and private spaces for more focused work. It has truly been transformational for our company.”

In addition to the New Jersey headquarters, Komar is opening new showrooms in New York City to be located at 16 East 34<sup>th</sup> Street. Komar enlisted Spacesmith Architects for the redesign, with plans to present in the new space for November market week.

In January, Komar acquired Star Garment Group, which operates 7 manufacturing facilities and employs a team of over 6,500 associates. Star Garment Group has a forty-year history in Sri Lanka and has long-term relationships with some of the best brands and retailers in the world. Komar plans significant investments in Sri Lanka to expand operations and drive innovation for its customers. This month, the company commenced the complete conversion of an older, 90,000-square foot factory in Sri Lanka, into a state-of-the-art Innovation Center scheduled to open in 2017. The center will feature a resource library, sample room, patternmaking facilities and design capabilities. Furthermore, on July 1, Komar closed on the acquisition of an 8<sup>th</sup> factory to add to the Star Garment Group portfolio.

### About Komar

Established in 1908, Komar is a global apparel products company, specializing in the design, marketing, sourcing and distribution of sleepwear, loungewear, intimates, and layering products. The company is an industry leader across a diverse range of competitive retail categories. Komar is proud to represent more than 100 lifestyle brands and licenses through their retail partners, which sell worldwide at every price point. For more information, visit [www.komarbrands.com](http://www.komarbrands.com)

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