

KOMAR

KOMAR ANNOUNCES COMPLETION OF BEDHEAD PAJAMAS ACQUISITION

Jersey City, NJ, June 30, 2017 – Komar announced today that it has completed its acquisition of BedHead Pajamas, the California-based sleepwear brand renowned for high-quality, stylish pajamas that consumers adore. The terms of the deal were not disclosed.

Launched in the late 1990s by Renee Claire, BedHead Pajamas offers luxury sleepwear designed by Renee and locally cut and sewn in Los Angeles. Beloved for its uncompromising high-quality and outstanding whimsical designs, BedHead has developed a strong following with both consumers and Hollywood costume designers alike, as noted by the brand's robust presence on TV shows and in feature films. BedHead is currently sold in specialty boutiques worldwide, and in select high-end department stores, such as Neiman Marcus and Nordstrom. The brand also operates a free-standing store in West Hollywood, in addition to having an e-commerce website.

"Komar has the vision to help us to continue to build the BedHead brand while remaining true to the identity that we've worked so hard to build," said BedHead's Founder and Owner Renee Claire. "We are excited about the possibilities and could not imagine a better home for BedHead."

BedHead will operate as a distinct business unit of Komar with the existing operational structure largely unchanged and remaining in Los Angeles. Design will continue to be led by Renee Claire, and the brand will continue to be made in America. Additionally, Komar plans to keep the West Hollywood retail store open.

Charlie Komar, Komar's President and Chief Executive Officer said, "Renee has built a highly successful, sought-after sleepwear brand with a unique point of view. Komar is committed to continuing to foster and grow this terrific brand that she created. We are so pleased to welcome BedHead to our company."

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

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