

KOMAR

KOMAR ANNOUNCES ACQUISITION OF EILEEN WEST

Jersey City, NJ, March 2, 2018 – Komar has announced the acquisition of Eileen West, the California-based apparel brand best known for its timeless and romantic sleepwear collections.

Founded in the late 1970s by fashion designer Eileen West, the brand quickly became a force in the industry by reintroducing all-natural gowns and robes to the sleepwear market. Beloved for its delicate craftsmanship, unique prints and use of natural fibers, the brand creates an authentic connection with consumers and has developed a strong following among women who are passionate about effortless beauty and classic style. Further cementing the brand's popularity are its moment of celebrity, as when both Angelina Jolie and Jessica Simpson wore Eileen West nightgowns for their baby photo debuts.

"We are thrilled to become an official member of the Komar family of brands," said Laney Thornton, Eileen's longtime business partner and co-founder of the Eileen West brand. "Komar understands the history and identity of our brand, and is committed to ensuring that we retain and build on its vision. This commitment, combined with Komar's world-class resources, will help the continued success of the Eileen West brand."

Eileen West will operate as a distinct business unit of Komar with the existing operational structure largely unchanged and remaining based in San Francisco. Despite her untimely passing in 2017, Eileen West's spirit and style lives on through her daughter, Julia, who will continue to lead design and marketing efforts in her role as Creative Director.

"We have had the pleasure at Komar of working with Eileen West for over the past twenty years," said Charlie Komar, Komar's President and Chief Executive Officer. "Eileen, her daughter Julia, her longtime business partner Laney, and the entire Eileen West team have built one of the most iconic apparel brands in the market. We look forward to working with them to continue to build on the brand's spirit and ensuring that Eileen's legacy will live on."

The Eileen West Collection can be found at a select group of fine retailers that include Belk, Bloomingdale's, Dillard's, Lord & Taylor, Macy's, Nordstrom, the Vermont Country Store and Von Maur. Consumers may also visit the Eileen West online store at www.eileenwest.com.

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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