

NYDJ TAPS LEVI STRAUSS & CO EXECUTIVE LISA COLLIER AS PRESIDENT & CEO

Vernon, CA – June 13, 2016 –NYDJ Apparel, LLC, (“NYDJ”), a leading women’s denim and fashion company, announced today that Lisa Collier has been appointed President & Chief Executive Officer of the company. Ms. Collier was previously with the San Francisco-based global denim giant, Levi Strauss & Company (“LS & Co”), where she most recently served as its President of Global Dockers and Chief Transformation Officer.

NYDJ, which targets a female customer over 35 years old with its signature Original Slimming Fit, is the number-one women’s denim brand at department stores in the United States (dollar volume, NPD Group Consumer Tracking Survey, 12ME March 2016). Founded in 2003 under the name Not Your Daughter’s Jeans, the brand transitioned its name in 2013 to NYDJ to reflect an ageless consumer mindset and facilitate product expansion beyond denim into sportswear and other fashion bottoms. Available at better department stores in over 7,000 points of retail globally, NYDJ is a premium denim authority with a passionate consumer following behind the brand’s signature, flattering fit.

“We are thrilled to have Lisa at the helm of NYDJ,” said Mackey McDonald, Chairman of the NYDJ Board of Directors and Senior Advisor to Crestview Partners, NYDJ’s majority owner. “Lisa has a rich knowledge of denim and retail, as well as a track record of successfully transforming organizations for growth. Moreover, Lisa has a unique blend of operational expertise coupled with strategic vision and palpable creative energy. We feel confident that her leadership and passion for building brands will help take NYDJ to new heights.”

As LS & Co’s Transformation Officer, Ms. Collier spearheaded a comprehensive operational and strategic transformation of the company across all brands, regions, and channels. As President of Global Dockers, Ms. Collier managed the brand’s strategic vision and was a member of LS & Co’s worldwide executive leadership team. She joined LS & Co in 2003, holding diverse senior roles of increasing responsibility across the company in sourcing/production, product innovation, merchandising, retail, and international.

Prior to her 13-year career at LS & Co, Ms. Collier was the Vice President of Product Development, Planning & Sourcing at Tarrant Apparel Group. Previously, she spent over a decade in buying and merchandising at The Limited. She began her career in fashion and retail as a trainee at Hess’s Department Stores Inc. Ms. Collier is a graduate of the Art Institute of Pittsburgh.

“I am incredibly excited to be joining NYDJ,” said Ms. Collier. “The brand has carved a unique niche in the premium denim space and I see tremendous opportunity ahead. I look forward to working with the team to further tap into the consumer mindset, deliver innovative product, create financial growth, and develop NYDJ into a formidable, global leader in women’s fashion.”

Ms. Collier succeeds Robert C. Skinner, Jr., who resigned as President & Chief Executive Officer of NYDJ, a role held since January 2014, when Crestview Partners and Maybrook Capital Partners acquired NYDJ Apparel from private equity firm Falconhead Partners and NYDJ’s founding family. “Despite a difficult retail environment, Bob helped position NYDJ for growth by expanding the product portfolio and NYDJ’s direct-to-consumer business,” said McDonald. “We would like to thank Bob for his many contributions and wish him continued success.”

ABOUT NYDJ

Founded in 2003 in Los Angeles, NYDJ is a denim and apparel brand designed by women for women. Renowned for pioneering the slimming denim category, every pair of NYDJ jeans and pants features its exclusive Lift Tuck® Technology that slims in the front and lifts in the back, contouring your curves for a slimming, flattering fit. The technology works so well that customers look, feel, and buy one size smaller. Since Spring 2013, the brand has

expanded their product offering to include tops and pants in addition to its world-famous denim. Sold in better department stores and over 7,000 global points of retail distribution, NYDJ has been the number-one denim brand at department stores since 2011 (dollar volume, NPD Group Consumer Tracking Survey). In 2016, NYDJ debuted its “Fit to Be” campaign featuring a powerhouse cast including supermodel icon Christie Brinkley, modeling sensation and body activist Ashley Graham, actress Bridget Moynahan, and model/designer Lana Ogilvie, demonstrating a fit for all ages, shapes, and sizes. With a cult following and a transformative fit, women who wear NYDJ aren’t just loyal, they’re obsessed. For more information, visit NYDJ.com.

@NYDJ | #FitToBe

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