



**FOR IMMEDIATE RELEASE**

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**GUESS WHO'S ARRIVED TO THE CAPITOL IN STYLE**  
**GUESS Store to Open on F Street**

Washington, DC – April 27, 2009 – GUESS, the American lifestyle brand famous for its trendsetting styles and unforgettable campaigns, and *Teen Vogue* Magazine are excited to announce an exclusive shopping event in celebration of the Grand Opening of the GUESS F Street store location taking place on April 30<sup>th</sup>, from 6:30 PM to 8:30 PM. The event is in partnership with Fashion Fights Poverty (FFP), an organization dedicated to raising awareness on the fight against global poverty. A portion of the evening's proceeds will benefit Nest; a nonprofit organization committed to supporting women artists and artisans in developing countries through the development of entrepreneurial businesses.

Located in downtown Washington DC, F Street is one of the city's premier shopping districts featuring hot new restaurants and lounges, as well as numerous museums downtown DC has to offer. The GUESS store will house a complete assortment of GUESS categories including denim, men's and women's ready-to-wear, footwear, accessories and timepieces. The GUESS store will be the perfect addition to this fashion forward community. The eclectic mix of fashionable, trendsetting customers, combined with the gutsy style and sensuality of GUESS, makes this the perfect opportunity to showcase the true spirit of the brand.

"The newest GUESS store on F Street is an exciting destination for the GUESS brand. The crossroad of culture and entertainment of Downtown DC goes hand in hand with what the GUESS brand is all about," says Paul Marciano, Chief Executive Officer and Co-Chairman of the Board of GUESS?, Inc. "Not only do we get to celebrate our new store but we are also introducing our customer to Fashion Fights Poverty and Nest, two organizations we are proud to partner with."

Local tastemakers and influentials will be enjoying the red carpet treatment with mini-makeovers from M.A.C. and manicures by Essie followed by a celebrity style photoshoot. Along with every purchase, shoppers will have the chance to sign up for GUESS list, the loyalty program from GUESS, as well as receive a GUESS GREEN reusable tote filled with products from GUESS, Teen Vogue Magazine, M.A.C. Cosmetics, philosophy, ESSIE, Rosebud Perfume Company, and many more. Party goers will also be given a 20% discount on their purchase when they donate \$5 to Nest.

**About GUESS?, INC.**

Established in 1981, GUESS began as a denim company and has since successfully grown into a global lifestyle brand. Today, GUESS designs, markets and distributes full collections of women's, men's and children's apparel as well as accessories. Throughout the years, the GUESS image has portrayed in unforgettable, innovative campaigns that have made the brand a household name. GUESS is distributed throughout the United States and Canada in fine department and specialty stores, its retail and factory stores, and on its online store GUESS.com. GUESS has licensees and distributors in South America, Europe, Asia, Africa, Australia, and the Middle East. In addition to shopping online, you can find more information on GUESS at [www.guess.com](http://www.guess.com).

**About Fashion Fights Poverty**

The mission of Fashion Fights Poverty (FFP) is to raise awareness for initiatives that encourage and support creative, effective, and sustainable means of challenging global poverty. FFP provides a forum for dialogue and partnerships between development organizations, civic groups and the fashion community. FFP believes that the industries of fashion, textiles, and design offer unique and effective opportunities for designers, craftsmen and consumers alike to contribute to the alleviation of poverty through trade, skill building, and community empowerment. For more information on FFP visit [www.fashionfightspovetry.org](http://www.fashionfightspovetry.org)

**About Nest**

Nest provides microfinance loans to women in developing countries to begin or maintain art- or craft- based businesses. To fund these loans, we partner with artists and designers from around the world who create exclusive products for Nest that we sell online retail and wholesale to boutiques around the country. NEST also allows the loans to be repaid in products that are also incorporated in the line creating a co-op of sorts for artists and the designers the world over. To learn more about Nest log on to [www.buildanest.com](http://www.buildanest.com)