

For Immediate Release!



## **ABG JOINS FORCES WITH ONESTOP INTERNET TO FASHION NEW DIGITAL COMMERCE PLATFORM FOR JUICYCOUTURE.COM**

**August 26, 2014 - LOS ANGELES, CA and NEW YORK, NY** – A new multiyear partnership to expand the scope of e-commerce services for the popular lifestyle brand, Juicy Couture, was announced today by [Onestop Internet](#), a leading full-spectrum e-commerce solution provider, and [Authentic Brands Group, LLC \(ABG\)](#), owner of the Juicy Couture brand. The goal of the partnership is to make JuicyCouture.com a dynamic, state-of-the-art channel to deliver the Juicy Couture experience to the brand's customers around the globe.

Onestop Internet will customize an outsourced digital commerce channel providing a range of all-encompassing solutions including: full-scale warehousing and distribution, best-in-class customer service, end-to-end product imaging and cross-channel performance marketing services, to streamline operations across Juicy Couture's online, mobile and brick and mortar businesses.

JuicyCouture.com serves as a key distribution channel and cultural hub that delivers LA style and attitude to customers all over the world. By refreshing the platform's merchandising environment and creating an upgraded, ROI-focused user experience, Onestop will maximize consumer engagement and ultimately drive and increase product sales worldwide. Additionally, Onestop will leverage data generated from its proprietary enterprise to consolidate Juicy Couture's supply chain management process and increasing operational efficiency.

"Onestop has a proven track record of creating engaging solutions for retail brands that attract new customers and convert existing customers into valuable, repeat buyers," said John Tomich, Chief Executive Officer and Co-Founder of Onestop Internet. "We're honored that Juicy Couture trusts Onestop to be the right partner to help them to scale, optimize, and bring innovation to their digital retail platform."

"We are excited to work with Onestop to provide expanded e-commerce service to both our partners and Juicy Couture customers," said Nick Woodhouse, President and Chief Marketing Officer of Authentic Brands Group. "E-commerce is a key driving platform behind the global expansion of the brand and we are confident that this partnership will provide the sustainability and innovation to propel Juicy Couture to new heights worldwide."

In addition to managing Juicy Couture's technology platform, the six core digital commerce services outsourced to Onestop include a full-scale warehousing and distribution infrastructure with a global capacity, world-class customer service solutions, end-to-end product imaging, and ongoing agency-level creative services. Onestop Internet took over operations of JuicyCouture.com on July 1, 2014.

### **About Onestop Internet**

Founded in 2004, Los Angeles-based Onestop Internet is a full-spectrum e-commerce partner backed by blue-chip investors Bessemer Ventures and Fung Capital USA (Li & Fung). Onestop provides customized

end-to-end digital commerce solutions for retail brands on an entirely outsourced basis. The company's suite of six integrated core services includes an omnichannel technology platform, performance marketing and business intelligence, brand-focused design, retail imaging and video, full-scale warehousing and fulfillment, and world-class customer care.

For more information visit [www.onestop.com](http://www.onestop.com).

#### **About Authentic Brands Group, LLC**

Authentic Brands Group, in partnership with Leonard Green & Partners, is an intellectual property corporation with a mandate to acquire, manage and build long-term value in prominent consumer brands. Headquartered in New York City, ABG's mission is to further enhance brand equity through partnering with best-in-class licensees and direct-to-retail partnerships. ABG brands include Marilyn Monroe®, Mini Marilyn™, Muhammad Ali®, Elvis Presley®, Juicy Couture®, Judith Leiber®, Adrienne Vittadini®, Taryn Rose®, Hickey Freeman®, Hart Schaffner Marx®, Palm Beach®, Misook®, Prince®, Spyder®, Airwalk®, Above The Rim®, Vision Street Wear®, Hind®, Ektelon®, Viking®, Bobby Jones®, TapouT®, Sportcraft®. [www.abg-nyc.com](http://www.abg-nyc.com).

#### **About Juicy Couture:**

Juicy Couture is a glamorous, irreverent, and fun lifestyle brand for the decidedly fashionable, bringing LA style and attitude to girls all over the world. Embracing its Los Angeles heritage, Juicy discovers the couture in the every day, and delivers an element of surprise in all of its designs. The global phenomenon is identified as a casual luxury brand, offering apparel in the categories of women, girls and baby, handbags, shoes, intimates, swimwear, fragrance, accessories and jewelry.

Juicy Couture has partnered with Kohl's to create an exclusive lifestyle collection that captures the LA style and attitude of the Juicy Couture brand. The collection will be available in the United States at Kohl's department stores and at Kohls.com on September 10, 2014.

Juicy Couture Black Label Collection is available in approximately 200 Juicy Couture stores, Juicy Couture outlet stores and select department stores in approximately 60 countries throughout North America, Europe, Asia, Latin America, Africa and the Middle East. For updates and more information, please visit [JuicyCouture.com](http://JuicyCouture.com). Follow Juicy Couture on Facebook, Twitter, Tumblr, Pinterest, Instagram and blog, The Juicy.

Juicy Couture is a trademark owned by ABG Juicy Couture, LLC.

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