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Men's Wearhouse Announces Exclusive Designer Collection "AWEARNESS Kenneth Cole"

FREMONT, Calif., June 10, 2015 /PRNewswire/ -- The Men's Wearhouse (NYSE: MW) today announced it has entered into a new partnership with Kenneth Cole to carry a special collection of men's tailored clothing, under the "AWEARNESS Kenneth Cole" label. A contribution from all "AWEARNESS Kenneth Cole" products sold will go toward helping veterans transition back into the workforce. This line will be available exclusively at Men's Wearhouse and www.menswearhouse.com in the United States, as well as Moores Clothing For Men locations throughout Canada.

Doug Ewert, Men's Wearhouse Chief Executive Officer, stated, "As part of our ongoing company-wide goal of giving back to the communities in which we serve, we have created this new partnership with Kenneth Cole to offer an exclusive designer men's clothing line that does just that. Both Men's Wearhouse and Kenneth Cole are proud and excited for this new collaboration."

"We are excited to partner with Men's Wearhouse and bring tailored clothing to their customer while at the same time, be able to assist our veterans in their transition into the workforce," said Kenneth Cole, Chairman and Chief Creative Officer of Kenneth Cole Productions. "We have always sought to make an impact on people's wardrobes, as well as communities in need, and are excited that this new partnership will do just that."

Launching in September 2015, the "AWEARNESS Kenneth Cole" collection will include ties, dress shirts, suits, sport coats, and dress pants in slim fits. The collection is designed in New York and will feature garments in a variety of fabrics and colors. "AWEARNESS Kenneth Cole" is a collection tailored for the modern man who wants to "look good, for good."

About Kenneth Cole Productions, Inc.

Kenneth Cole is an American designer, social activist, and visionary who believes business and philanthropy are interdependent. His global company, Kenneth Cole Productions, creates modern, functional, clothing, shoes, and accessories for inspirational urban lifestyles under the brand names Kenneth Cole New York, Kenneth Cole Reaction and Unlisted, as well as footwear under the name Gentle Souls. The company has also granted a wide variety of third party licenses for the production of men's and women's apparel, fragrances, watches, jewelry, eyewear, and several other accessory categories, including children's footwear. The company's products are distributed through department stores, better specialty stores, company-owned retail stores and its e-commerce website. Over 30 years ago, Kenneth Cole leveraged his passion and unique brand platform to make a meaningful impact on people's wardrobes, as well as communities in need. He did what others didn't and said what others wouldn't. Today, The Kenneth Cole Foundation remains committed to helping communities in need by supporting Collective Health, Civil Liberties, and Artistic Activism.

About Men's Wearhouse

Founded in 1973, Men's Wearhouse is one of North America's largest specialty retailers of men's apparel with 1,758 stores. The Men's Wearhouse, Jos. A. Bank, Moores and K&G stores carry a full selection of suits, sport coats, furnishings and accessories in exclusive and non-exclusive merchandise brands and Men's Wearhouse and Tux stores carry a limited selection. Most K&G stores carry a full selection of women's apparel. Tuxedo rentals are available in the Men's Wearhouse, Jos. A. Bank, Moores and Men's Wearhouse and Tux stores. Additionally, Men's Wearhouse operates a global corporate apparel and workwear group consisting of Twin Hill in the United States and Dimensions, Alexandra and Yaffy in the United Kingdom.

For additional information on Men's Wearhouse, please visit the Company's websites at www.menswearhouse.com, www.josbank.com, www.josephabboud.com, www.mooreclothing.com, www.kgstores.com, www.twinhill.com, www.dimensions.co.uk and www.alexandra.co.uk.

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