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TAILORED BRANDS

Michael Strahan and Constance Schwartz-Morini Expand the Strahan Lifestyle Brand With Men's Wearhouse Partnership

Michael Strahan is reaching a bigger audience with a new retail partner

FREMONT, Calif.--(BUSINESS WIRE)-- Business partners, Michael Strahan and Constance Schwartz-Morini of SMAC Entertainment, announce a new partnership today to expand Strahan's lifestyle brand by bringing his top-selling brand of men's denim and tailored clothing, Collection by Michael Strahan, to Men's Wearhouse, the go-to-destination for all menswear needs. The result, an elevated twist on his coveted tailored and denim classics; paving the way in the evolving men's fashion industry.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20201111005264/en/

Collection by Michael Strahan (Photo: Business Wire)

For nearly 50 years, Men's Wearhouse has provided expertise in menswear as the trusted partner for customers seeking brands that consistently deliver on quality, fit and great value. This first collection in the partnership is built around three staple suit colors—blue, black and grey—and high-quality straight fit jeans in four washes. The signature tailored looks, paired with high-quality denim, aims to provide wardrobe staples for every menswear customer's wardrobe. Along with this introduction, Men's Wearhouse continues to strengthen its commitment to a convenient shopping experience by pairing multiple omnichannel initiatives such as hands-free fitting technology, BOPIS (Buy Online, Pick Up In Store), curbside pickup, appointment booking and contactless payment with its legendary in-store service and expertise.

"I'm excited to make Collection by Michael Strahan, and soon, MSX, even more accessible through this partnership with Men's Wearhouse. Our goal has always been to deliver quality and style in inclusive sizing at an affordable price, and this partnership only strengthens that goal," said

Strahan. “For the first launch, we will have our signature tailored looks paired with our amazing denim. It is the perfect uniform for the new normal for every age and every occasion.”

Collection by Michael Strahan will initially launch in 57 Men’s Wearhouse locations nationwide and on menswearhouse.com, making the top selling brand more accessible now than ever. Over the course of the year, the partnership will continue to expand with additional categories from elevated performance and athleisure, to the new “workleisure”, catering to menswear needs of customers of all ages whether they’re lounging at home, running errands, going to work or out to dinner and beyond.

“A lot of people are working from home and communicating virtually, there’s definitely a shift in attire. But as a CEO, you still want to have your team looking presentable,” said Schwartz-Morini, Partner. “We knew timing was key here to accommodate to this new demand. Koral Chen, who has led the brand’s growth and strategy, along with our new Men’s Wearhouse family, have really gone above and beyond to get this expansion off the ground so quickly. The timing couldn’t be better for our new denim and tailored looks, but even more so, the workleisure categories we have in development.”

“We are so excited to launch the Collection by Michael Strahan line in our Men’s Wearhouse stores this November,” said Carrie Ask, Chief Customer Officer of Tailored Brands. “Michael and Tailored Brands have the same goal in terms of helping all customers look and feel their best for their memorable moments as well as everyday occasions with a great selection of clothing at accessible prices. Michael also shares our ideals of treating everyone with the same respect, regardless of background and, as such, we believe this pairing makes perfect sense for our customers.”

The suit separates, which will include Big & Tall sizes, will retail for $139.99 for jackets, $60 for pants and $199.99 for the full suit. The denim will range in size from 30x30 to 44x32 and retail for $49.99. Menswear customers of all ages will be offered stylish, high quality, refined fabrics and expertly tailored pieces for work or leisure. Collection by Michael Strahan launches on November 11, 2020 at 57 Men’s Wearhouse stores nationwide and online at CollectionByMichaelStrahan.com.

About Michael Strahan

Two-time Emmy winner and Super Bowl Champion Michael Strahan currently co-hosts ABC’s “Good Morning America,” serves as an analyst for “Fox NFL Sunday,” and hosts ABC’s primetime game show favorite “$100,000 Pyramid.” Strahan also headlines the Thursday Night Football Pregame Show live on the Fox Broadcast Network. He is the co-founder of SMAC Entertainment, a multi-dimensional talent management, music, branding and production company which has created a major presence in the sports and entertainment arena. For four years, Strahan co-hosted the hit talk show “LIVE with Kelly and Michael,” and prior to joining the ranks of the top sports broadcasters in the country, Strahan had a spectacular NFL career that resulted in him being named to the 2014 Pro Football Hall of Fame class. He released his best-selling book, “Wake Up Happy: The Dream Big, Win Big Guide to Transforming Your Life,” which includes personal stories and motivational advice. Dedicated to many charitable works, Strahan donates his hands and heart to numerous charities including The USO, HELP USA and Merging Vets and Players.

About Collection by Michael Strahan

Collection by Michael Strahan launched in 2015 as an exclusive men's and boy's tailored clothing and accessories brand with retailer JCPenney. A year later, Strahan launched MSX by Michael Strahan to offer a casual lifestyle line of apparel and accessories. In less than 7 years, both MSX and Collection became top selling brands and added 50+ categories in men, boys, and luggage. In 2020 the brand went back to Strahan's football roots and announced a partnership with G-III Apparel to launch an exclusive limited-edition Super Bowl LIV capsule collection in celebration of the NFL's 100th season. On the heels of its success, Strahan and G-III Apparel teamed up with The NFL Consumer Product Division to expand MSX by Michael Strahan for NFL with dedicated team apparel for the 2020 season. The line is available on Fanatics.com, team shops, various retailers nationwide and exclusive styles were offered on HSN and QVC. The brand continues to evolve and reach new audiences with a partnership with Men's Wearhouse, making its quality apparel more accessible than ever.

About Tailored Brands, Inc.

Tailored Brands is a leading omni-channel specialty retailer of menswear, including suits, formalwear and a broad selection of business casual offerings. We help our customers look and feel their best by delivering personalized products and services through our convenient network of stores and e-commerce sites. Our brands include Men's Wearhouse, Jos. A. Bank, Moores Clothing for Men and K&G Fashion Superstore.

For additional information on Tailored Brands, please visit the Company's websites at www.tailoredbrands.com, www.menswearhouse.com, www.josbank.com, www.mooresclothing and www.kgstores.com.

Men's Wearhouse locations carrying Collection by Michael Strahan:

- Alexandria, VA
- Alpharetta, GA
- Amherst, NY
- Arlington, TX
- Avondale, AZ
- Bayshore, NY
- Beavercreek, OH
- Braintree, MA
- Brookfield, WI
- Buford, GA
- Carle Place, NY
- Cary, NC
- Charlotte, NC
- Colonie, NY
- Deptford, NJ
- Fairfax, VA
- Fairview Heights, IL
- Fort Collins, CO
- Franklin, TN
- Frederick, MD

- Fredericksburg, VA
- Frisco, TX
- Hanover, MD
- Hobart, IN
- Hoover, AL
- Houston, TX
- Louisville, KY
- Lynnwood, WA
- Marina Del Rey, CA
- Mesa, AZ
- Mobile, AL
- Nashua, NH
- New York, NY
- Newark, DE
- Oak Lawn, IL
- Orland Park, IL
- Paramus, NJ
- Roseville, CA
- Scarsdale, NY
- Shenandoah, TX
- Spokane, WA
- Springfield, PA
- Springfield, VA
- Staten Island, NY
- Sterling, VA
- Sugar Land, TX
- Totowa, NJ
- Union, NJ
- Utica, MI
- Valley Stream, NY
- Waldorf, MD
- Warwick, RI
- Wauwatosa, WI
- White Plains, NY
- Whitehall, PA
- Wilmington, DE
- Woodbridge, VA

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