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 TAILORED BRANDS

Men's Wearhouse Celebrates Veterans Day, Donates \$2 Million

CONTRIBUTION FROM SALES OF THEIR EXCLUSIVE LINE, AWEARNESS KENNETH COLE

FREMONT, Calif., Nov. 13, 2017 /PRNewswire/ -- Men's Wearhouse and Kenneth Cole Productions launched the AWEARNESS Kenneth Cole collection in November 2015 with the mission to create tailored clothing so the modern man can "look good, for good." This Veterans Day, Men's Wearhouse and Kenneth Cole Productions are proud to announce that the AWEARNESS Kenneth Cole collection has generated \$2 million dollars in donations since the program's inception to support two U.S. nonprofit partners: Hire Heroes USA and HELP USA. The funds, split evenly between the two charities, support their mission to assist U.S. military veterans. "We continue to see success in the sales of our AWEARNESS Kenneth Cole products," says Scott Norris, Brand President of Men's Wearhouse. "The donations generated from the collection have been inspiring and we are proud of our continued support of veterans."



The benefitting charities partnering in this mission have a strong history supporting veterans. Hire Heroes USA transforms military service into civilian success through its free, best-in-class career counseling programs and services, generating an estimated economic impact of \$87.3 million in the veteran employment space through 7,210 clients confirmed hired since January. HELP USA is one of the nation's largest homeless service providers and low-income housing developers serving at-risk populations including families, veterans, and victims of domestic violence. Among its more than 50 programs and residences, HELP USA serves more than 1,500 veterans annually, providing supportive services such as job training and employment search in addition to safe, stable housing.

"Hire Heroes USA is honored to continue the charitable partnership with the Men's Wearhouse & AWEARNESS Kenneth Cole collection," said Christopher Plamp, Chief Executive Officer of Hire Heroes USA. "Empowering veterans to succeed in the civilian workforce is our mission; our services are provided cost-free to veterans because of the generosity of our partners. We are grateful for this support, and are excited to see this partnership continue to grow."

The AWEARNESS Kenneth Cole collection features slim fit suits, sport coats, dress shirts and ties. Also included in the collection is the AWEAR-TECH line of performance apparel

introduced last Fall. The tailored clothing and sportswear items feature 37.5 fabric technology that includes advanced cooling technology. Both collections will continue to generate a one percent contribution from all gross sales of AWEARNESS Kenneth Cole products sold exclusively at Men's Wearhouse.

About Men's Wearhouse

Founded in 1973 and a subsidiary of Tailored Brands, Inc. (NYSE:TLRD), Men's Wearhouse is the largest specialty retailer of men's apparel and rental product in the U.S. with over 750 stores, including Men's Wearhouse and Tux, nationwide. Men's Wearhouse carries a full selection of suits, sport coats, slacks, formalwear, sportswear, outerwear, dress shirts, footwear and accessories in non-exclusive and exclusive merchandise brands such as Joseph Abboud, AWEARNESS Kenneth Cole, BLACK by Vera Wang, among others. Tuxedo and suit rentals are available at both Men's Wearhouse and Tux stores, which also offers a limited selection of retail merchandise, and Men's Wearhouse stores nationwide.

For additional information on Men's Wearhouse, please visit menswearhouse.com

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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 Hire Heroes USA

Headquartered just north of Atlanta, in Alpharetta, Ga., with seven additional branch offices around the country, Hire Heroes USA is a Charity Navigator [4-Star rated nonprofit](#) that provides consistently effective, individualized career coaching services to transitioning military members, veterans and military spouses with an uncompromising focus on results. For more information about our mission, our services, and how to get involved as a corporate partner, employment partner, donor, or volunteer, please visit us online at hireheroesusa.org and follow us on [Facebook](#), [Twitter](#), and [LinkedIn](#).

About HELP USA

HELP USA is one of the nation's largest homeless service providers and low-income housing developers serving at-risk populations including families, veterans, and victims of domestic violence. HELP USA currently serves more than 8,000 people every day at over 50 programs and residences across four states. Founded in 1986, HELP USA has served more than 375,000 men, women, and children and provides over 3,500 units of permanent and transitional housing.

Additional supportive services offered by HELP USA include: employment training; veterans services; medical services; HIV/AIDS services; early childhood education; mental health services, and domestic violence counseling. For more information, please visit www.helpusa.org.

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