



FOR IMMEDIATE RELEASE

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Hawaii's First G by GUESS Debuts at Ka Makana Ali'i

The first-to-Hawaii retail store will open in the Macy's wing and specialize in apparel, handbags, shoes and accessories for trend-forward men and women

KAPOLEI, HI (February 5, 2019) — Hawaii's first G by GUESS store is opening at Ka Makana Ali'i on Friday, Feb. 8. GBG, an extension of GUESS? Inc., is a clothing and accessories line designed for the next generation of trend-forward men and women. Authentic style and a laid-back attitude are reflected in each product, with strong attention to detail. G by GUESS specializes in apparel, handbags, shoes and accessories for men and women. It will open in the Macy's wing of Ka Makana Ali'i next to Sephora.

"We are excited to launch our very first GBG stores in the state of Hawaii," said Edward Park, vice president of GUESS?, Inc. retail operations. "The demand for the GBG brand has grown exponentially in the past few years and as a company focused on customer centricity, we look forward to supporting our new community in Hawaii and serving their fashion needs."

The community is invited to shop at Hawaii's first GBG store on Saturday, Feb. 9 for grand opening specials and an in-store DJ from 4 to 8 p.m. Make any purchase and receive a free GBG denim tote bag, while supplies last. Additionally, spend \$75 or more and receive a GBG Valentine's Day throw blanket, while supplies last. New and existing GUESS List members will receive double points on their purchase to celebrate the grand opening.

Three GUESS Factory locations are located in Waipahu, Honolulu and Lahaina, however this is the first G by GUESS store in Hawaii.

Equipped with a deep understanding for the GBG customers' vibrant social lives, the brand focuses on creating pieces that convert from day to night. Influenced by current music, art and design, GBG has its finger on the pulse of what's fresh. Launched in 2007, the GBG brand reflects a young, California lifestyle. Every garment produced upholds GBG's fundamental values: to create trend-focused pieces and enhanced basics at attainable prices. GBG continues to expand and currently has more than 80 GBG stores in the United States.

Visit our website at www.kamakanaalii.com for more details about upcoming promotions and exciting center events. For the latest news and updates, follow Ka Makana Ali'i on Facebook, Twitter and Instagram, all with profile name @kamakanaalii.

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About Ka Makana Ali'i

Ka Makana Ali'i offers residents and visitors a family-friendly, mixed-use center in the heart of Hawai'i's fastest growing community. Phase one of the 1.4 million-square-foot Macy's-anchored regional mall features more than 125 exciting stores, restaurants, a state-of-the-art Consolidated Theatres and the state's first Hampton Inn & Suites by Hilton on property. Serving as the premier gathering place for the community, Ka Makana Ali'i fulfills the shopping and dining demands of West O'ahu, where more than 80,000 new homes are projected to be constructed by 2025. Its convenient location offers excellent highway access, ample parking and public transportation for shoppers. A partnership between DeBartolo Development and the State Department of Hawaiian Home Lands, Ka Makana Ali'i will financially support programs benefiting Native Hawaiian interests statewide for decades to come. For more information, please visit www.kamakanaalii.com.

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