

BCBG Max Azria Group Appoints Bernd Kroeber as EVP, Creative Director

Annette Schatz Named President of Global Wholesale and Distributors

Los Angeles, CA – March 9, 2017 – BCBG Max Azria Group, LLC today announced the appointment of Bernd Kroeber as Executive Vice President and Creative Director. Lubov Azria is no longer with the Company.

Mr. Kroeber will lead the creative strategy of BCBG Max Azria, Herve Leger and BCBGeneration. As part of his role as Creative Director, Mr. Kroeber will oversee all aspects of design. He will report directly to Marty Staff, interim acting chief executive officer. Mr. Kroeber's first collection will debut for the Spring 2018 season.

Mr. Kroeber has been employed by BCBG Max Azria since 2007. He most recently served as Vice President of Design for BCBGeneration, re-launching the brand with his designs in 2014 to both industry and consumer acclaim. Prior to joining BCBG Max Azria, Mr. Kroeber was Design Director at Elie Tahari and Strenesse.

"I am thrilled to welcome Bernd as our new Creative Director. He brings a creative aesthetic that meets the tastes of tomorrow with a complete respect and appreciation of BCBG's DNA," said Marty Staff. "We are looking forward to his designs and ability to build on our strong foundation and further enhance it to realize our full potential in all areas of the business."

Mr. Kroeber commented, "I am honored to be the Creative Director of BCBG Max Azria and bring my vision to this legendary brand as it evolves. I look forward to working with our executive team and with our global retail partners to bring modern contemporary fashion to today's consumer."

Expanding upon its realignment of the business focus, Annette Schatz has been named President of Global Wholesale and Distributors. Ms. Schatz formerly served as Executive Vice President of BCBGeneration and Wholesale. She will report directly to Marty Staff.

"Annette brings expansive knowledge and understanding of the wholesale business and partner relationships," said Mr. Staff. "She has a clear strategy to expand upon what is already a strong platform for our brands."

As part of its creative strategy, BCBG also announced the appointment of Greg Adams as Vice President of Marketing, reporting directly to Marty Staff.

"With the strength of our leadership team and concentrated focus on areas of desired growth, I am excited by BCBG's prospects going forward. This is a dynamic group with a strong vision for the future," concluded Mr. Staff.

About BCBG Max Azria Group, LLC

BCBG Max Azria Group began with a single idea – to create a beautiful dress. Founded in 1989, BCBG was named for the French phrase “bon chic, bon genre,” a Parisian slang meaning "good style, good attitude." The brand embodies a true combination of European sophistication and American spirit. The BCBG Max Azria label is sold online, in freestanding boutiques and partner shops at top department stores across the globe.

Media contact:

Media Contact:

Sitrick And Company

Seth Lubove or Anita-Marie Laurie

(310) 788-2850