

Joshua A. Sussberg, P.C.  
Christopher Marcus, P.C.  
**KIRKLAND & ELLIS LLP**  
**KIRKLAND & ELLIS INTERNATIONAL LLP**  
601 Lexington Avenue  
New York, New York 10022  
Telephone: (212) 446-4800  
Facsimile: (212) 446-4900

James H.M. Sprayregen, P.C.  
Benjamin M. Rhode (admitted *pro hac vice*)  
**KIRKLAND & ELLIS LLP**  
**KIRKLAND & ELLIS INTERNATIONAL LLP**  
300 North LaSalle Street  
Chicago, Illinois 60654  
Telephone: (312) 862-2000  
Facsimile: (312) 862-2200

*Counsel to the Debtors and Debtors in Possession*

**UNITED STATES BANKRUPTCY COURT  
SOUTHERN DISTRICT OF NEW YORK**

In re:	)	
	)	Chapter 11
	)	
BCBG MAX AZRIA GLOBAL HOLDINGS, LLC, <i>et al.</i> , <sup>1</sup>	)	Case No. 17-10466 (SCC)
	)	
Debtors.	)	(Jointly Administered)
	)	

**NOTICE OF DISCLOSURE STATEMENT HEARING**

**PLEASE TAKE NOTICE THAT** on April 25, 2017, the above-captioned debtors and debtors in possession (collectively, the “Debtors”), filed (i) the *Disclosure Statement Related to the Joint Plan of Reorganization of BCBG Max Azria Global Holdings, LLC and its Debtor Affiliates Pursuant to Chapter 11 of the Bankruptcy Code* (as modified, amended, or supplemented from time to time, the “Disclosure Statement”)<sup>2</sup>, and (ii) the *Debtors’ Motion for Entry of an Order Approving (I) the Adequacy of the Disclosure Statement; (II) Solicitation and Notice Procedures; (III) Forms of Ballots and Notices in Connection Therewith; and (IV) Certain Dates With Respect Thereto* (the “Scheduling Motion”).

**PLEASE TAKE FURTHER NOTICE THAT** a hearing (the “Disclosure Statement Hearing”) will be held before the Honorable Shelley C. Chapman, United States Bankruptcy Judge, on **May 30, 2017, at 9:30 a.m.**, prevailing Eastern Time, in the United States Bankruptcy Court for the Southern District of New York (the “Court”), to consider the entry of an order

<sup>1</sup> The Debtors in these chapter 11 cases, along with the last four digits of each Debtor’s federal tax identification number, include: BCBG Max Azria Global Holdings, LLC (6857); BCBG Max Azria Group, LLC (5942); BCBG Max Azria Intermediate Holdings, LLC (3673); Max Rave, LLC (9200); and MLA Multibrand Holdings, LLC (3854). The location of the Debtors’ service address is: 2761 Fruitland Avenue, Vernon, California 90058.

<sup>2</sup> Capitalized terms not otherwise defined herein shall have the same meanings set forth in the Disclosure Statement.

approving, among other things, (a) the Disclosure Statement; (b) the manner and form of the Solicitation Packages and the materials contained therein; (c) the Solicitation and Voting Procedures; (d) certain notices related thereto; and (e) certain dates and deadlines related thereto.

**PLEASE TAKE FURTHER NOTICE THAT** copies of the Disclosure Statement, the Scheduling Motion, or related documents are available free of charge by visiting the website of Donlin, Recano & Company, Inc. at <https://www.donlinrecano.com/bcbg>. You may also obtain copies of any pleadings by visiting the Court’s website at <http://www.nysb.uscourts.gov> in accordance with the procedures and fees set forth therein.

**PLEASE TAKE FURTHER NOTICE THAT** the deadline for filing objections to the Disclosure Statement is **May 23, 2017, at 4:00 p.m.** prevailing Eastern Time. Any objections to the relief sought at the Disclosure Statement Hearing **must**: (a) be made in writing; (b) conform to the Bankruptcy Rules, the Local Rules, and any orders of the Court; (c) state with particularity the legal and factual basis for the objection and if practicable, a proposed modification to the Disclosure Statement (or related materials) that would resolve such objection; and (d) be filed with the Court (contemporaneously with a proof of service) and served upon the following parties so as to be **actually received** on or before **May 23, 2017, at 4:00 p.m.** prevailing Eastern Time:

<b>Debtors</b>	<b>Counsel to the Debtors</b>
BCBG Max Azria Global Holdings, LLC 2761 Fruitland Avenue, Vernon, California 90058 Attn.: Erica Alterwitz Meierhans	Kirkland & Ellis LLP 300 North LaSalle Chicago, Illinois 60654 Attn.: Benjamin M. Rhode John R. Luze
<b>United States Trustee</b>	<b>Counsel to the Committee</b>
Office of the United States Trustee for the Southern District of New York 201 Varick Street, Suite 1006 New York, New York 10014 Attn.: Brian Masumoto	Pachulski Stang Ziehl & Jones LLP 780 Third Avenue, 34th Floor New York, New York 10017-2024 Attn: Bradford Sandler Robert Feinstein
<b>Administrative agent under the Debtors’ prepetition and postpetition asset-based revolving credit facilities</b>	<b>Administrative agent under the Debtors’ prepetition and postpetition term loan credit facility</b>
Morgan, Lewis & Bockius LLP One Federal Street Boston, Massachusetts 02110 Attn: Julia Frost-Davies Christopher L. Carter	Weil, Gotshal & Manges LLP 767 Fifth Avenue New York, New York 10153 Attn: Matt Barr

\* \* \* \* \*

Dated: April 25, 2017

*/s/ Joshua A. Sussberg*

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