

*Relates to Docket No. 466*

Thomas E. Patterson  
Robert J. Pfister  
Sasha M. Gurvitz  
**KLEE, TUCHIN, BOGDANOFF & STERN LLP**  
1999 Avenue of the Stars, Thirty-Ninth Floor  
Los Angeles, California 90067  
Tel.: (310) 407-4000

Martin D. Singer  
Todd S. Eagan  
**LAVELY & SINGER P.C.**  
2049 Century Park East, Suite 2400  
Los Angeles, California 90067  
Tel.: (310) 556-3501

*Attorneys for Lubov Azria*

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

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

**DECLARATION OF LUBOV AZRIA IN SUPPORT OF MOTION TO STRIKE**

---

I, Lubov Azria, declare as follows:

1. This declaration is submitted in support of *Lubov Azria’s Motion to Strike Debtors’ Sur-Reply*, which seeks an order striking *Debtors’ Sur-Reply in Support of Debtors’ Objection to Proof of Claim Number 746 Filed by Lubov Azria* [Docket No. 558] (the “Sur-Reply”), and in further support of the administrative expense portion of proof of claim number 746 (the “Proof of Claim”). This declaration is based on my own personal knowledge, and if called as a witness, I could and would testify competently to the matters set forth herein.

---

<sup>1</sup> The Debtors in these chapter 11 cases, along with the last four digits of each Debtor’s federal tax identification number, are 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.

2. The fifth paragraph of the Sur-Reply includes these two sentences:

Ms. Azria ... left the Debtors' office on March 8, 2017, when she was notified of the Debtors' decision to move in a different direction, and did not again return to provide services to the Debtors notwithstanding that she was paid and remained employed for the next two months. During this period, Ms. Azria was provided with 60 days of compensation including a vacation payout and driver and automobile allowances (totaling \$578,971.09) before her termination became effective.

The apparent implication is that I could or should have continued working for the Debtors even after I was fired. That implication is false.

3. The Debtors terminated my employment on Wednesday, March 8, 2017. They told me that I was being replaced by another individual. On Thursday, March 9, 2017, the Debtors issues a press release (a true and correct copy of which is attached hereto as **Exhibit 1**), the second sentence of which read: "Lubov Azria is no longer with the Company." On Friday, March 9, 2017, the design team at the company was told that I was no longer with the company, and my belongings and personal effects were removed from my office over the weekend of March 10–11, 2017, so that my replacement could take possession of my office on Monday, March 13, 2017.

4. Based on the foregoing, I understood that I was not to return to the company and would not be permitted to continue working after I was dismissed on March 8, 2017. At no time did any representative of the Debtors request that I undertake any substantive activity on behalf of the Debtors during the 60 days or suggest that I acted improperly in not coming to the office.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. Executed this 21st day of July, 2017, at Los Angeles, California.

*/s/ Lubov Azria*

---

Lubov Azria

**EXHIBIT 1**

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

Annette Schatz Named President of Global Wholesale and Distributors

---

NEWS PROVIDED BY  
**BCBG Max Azria Group, LLC** →  
Mar 09, 2017, 21:00 ET

---

LOS ANGELES, March 9, 2017 /PRNewswire/ -- 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.

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.

SOURCE BCBG Max Azria Group, LLC