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PRESS RELEASE

For Immediate Release

April 9, 2009

GUESS by Marciano Partners With idX on Award-Winning Flagship

ST. LOUIS, MO -- GUESS by Marciano, the first brand extension from GUESS, Inc., opened its first store location in Manhattan, located at 514 Broadway, on August 29, 2008. The 8,000-sq. ft. store in New York's trendy Soho shopping district, which incorporates fixtures from idX Corporation, received high honors at the recent A.R.E. Design Awards ceremony, winning the Grand Prize in its category.

The A.R.E. Design Awards, presented by the Association for Retail Environments, recognize outstanding store design. This year's winners were announced in Las Vegas March 23 during GlobalShop, the industry's annual trade show. In announcing the award, A.R.E. commented: "This flagship's playful reflection and warm, inviting niches help customers connect to a sophisticated brand." GUESS by Marciano Store Design Manager Michelle Esserman created a boutique feel in each department, all merchandised with a well-rounded sense of lifestyle, so customers can easily find a complete outfit anywhere in the store.

The store includes custom-designed fixtures from idX Corporation, a worldwide leader in retail fixture manufacturing, logistics and project management. In addition, props and accent pieces found at flea markets and other sources add a vintage look that can evolve with the brand. "The creativity of the entire GUESS, Inc design team is definitely on display at this store," said Tony Volpe, idX Vice President of Program Development. "It is an honor to have worked with them and to see such recognition for their talents."

Esserman designed a spectacular shoe area offering the largest collection of shoes of any GUESS by Marciano store. Here, she worked with idX to develop a striking three-tier shoe display of white semi-gloss painted wood, metal and glass back-lit with LED lights. "We wanted to keep the fixture simple, with dramatic lighting to show off the glamorous shoe styles," Esserman said. With a tight project schedule, there was no time to build prototype fixtures, so GUESS by Marciano and idX went direct from design to build, and made minor modifications on site. "We do quite a bit of work with idX," Esserman said, "so we had confidence in their ability to execute our design."

The store, which also features a dramatic mirrored-tile back wall and sophisticated European mannequins, is a one-of-a-kind flagship store that both elevates and enhances the GUESS by Marciano brand. It was honored with a Grand Prize in the Softline Specialty Store category, for stores 3,001-25,000 sq. ft.

About idX Corporation

idX Corporation, the preeminent manufacturer of consumer environments, offers superior craftsmanship, comprehensive technical capabilities, world-class project management, and turn-key retail services – the complete solution for the retail, hospitality, financial and point-of-purchase markets. To meet the needs of global customers, idX has eight facilities and offices worldwide housing more than 1,700,000 square feet of manufacturing and warehousing space, and 1,000 dedicated idX employees. idX's portfolio reflects some of the best-known names in retail, hospitality and finance: Levi's, Ralph Lauren, Microsoft, Marriott Corp., Tommy Hilfiger, Express, Starbucks, CitiGroup, Calvin Klein, Charles Schwab, Bed, Bath & Beyond, Old Navy, JCPenney, T-Mobile, Kroger, Chico's and Michael Kors. For more information, visit www.idxcorporation.com.

About GUESS by Marciano

Guess by Marciano, the first brand extension from GUESS, Inc., follows suit in true GUESS style with apparel and accessories that are on the edge of the fashion forefront. This contemporary runway-inspired collection, designed for the fashion forward woman, is daringly sexy, yet has highly sophisticated style that represents pure glamour in everyday fashion. GUESS by Marciano designs, markets and distributes full collections of women's apparel as well as accessories. GUESS by Marciano boutiques are located in North America, as well as international metropolitan centers throughout the globe. You can also find the GUESS by Marciano collection in select flagship GUESS store locations, specialty stores, and online at www.guessbymarciano.com.

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