

KENNETH COLE NEW YORK

MARKET

Kenneth Cole Productions, Inc. is an American fashion house founded in 1982 by Kenneth Cole. Wanting to preview his line of shoes at Market Week at the New York Hilton, but unable to afford the purchase of a hotel room or showroom to display his items, Kenneth Cole inquired about parking a trailer two blocks from the Hilton Hotel. When discovering that permits for trailers were only granted to utility and production companies innovative Cole changed the name of his company from Kenneth Cole Incorporated to Kenneth Cole Productions and applied for a permit to film the full-length film, "The Birth of a Shoe Company". In two and a half days, Kenneth Cole Productions sold forty thousand pairs of shoes, while chronicling the beginning of the company on film. To this day the Company is still named Kenneth Cole Productions Inc. and serves as a constant reminder of the importance of resourcefulness, creativity and innovative problem solving.

Known mainly for its shoes Kenneth Cole Productions also makes stylish clothing and accessories under three brands: Kenneth Cole New York, Reaction Kenneth Cole, and Unlisted. It also licenses the name to products such as hosiery, luggage, watches, and eyewear. Kenneth Cole continues to expand, adding new lines for women and children and a men's and women's fragrance. More than 4,500 department and specialty stores carry its products. Kenneth Cole also operates about 90 retail and outlet stores, catalogues and a Web site. CEO Kenneth Cole owns 45% of the company and controls almost all of the voting rights.

In 1994 Kenneth Cole went public, and has been included on Forbes annual list of 200 Best

Small Companies four times.

Apparel Group LLC, a Dubai based exclusive licensee, represents this premier fashion shoes and accessories brand in the Gulf.

ACHIEVEMENTS

- Divine Design Humanitarian of the Year (1996)
- Footwear News Man of the Year (1996)
- CFDA Humanitarian of

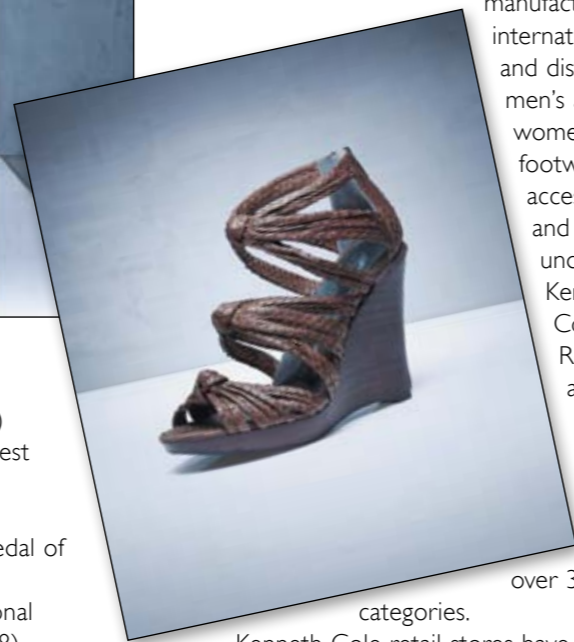


- Italian Trade Commission Life in Style Award (2001)
- Univ. of Illinois School of Public Health Honorary Doctorate (2001)
- Manhattanville College Honorary Doctorate (2001)
- Fashion Accessories Benefit Ball Achievement Award (2002)
- Human Rights Equity Corporate Equality Award (2002)
- AmfAR Chairman of the Board (2005)
- National Arts Club Humanitarian Award (2007)
- FABB Fashion Meets Compassion (2007)
- AMY Award

- YMA Fashion Scholarship Fund (2008)
- Northeastern University Honorary Doctorate (2009)
- Legal Aid Society Theodore Roosevelt Award for Corporate Responsibility (2009)

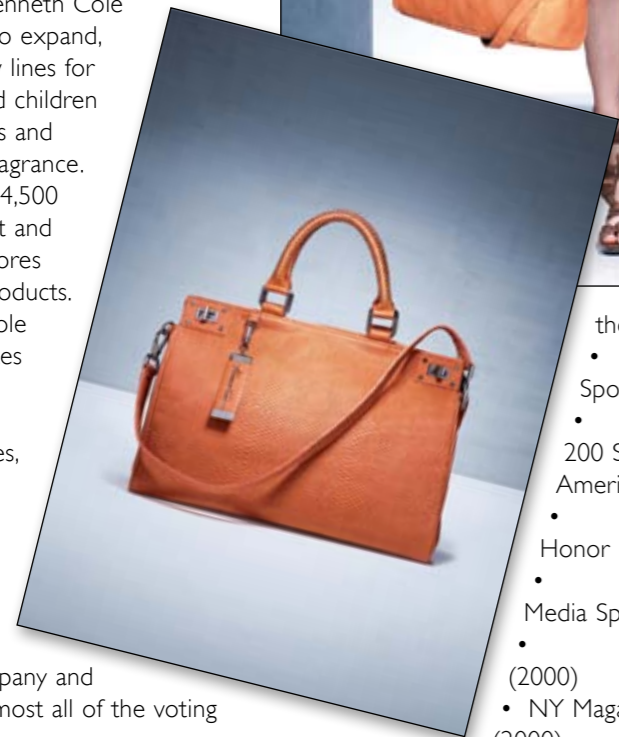
HISTORY

Fashion Designer Kenneth Cole founded his company, Kenneth Cole Productions, with the debut of a ladies' footwear collection in December of 1982. Today the company manufactures internationally and distributes men's and women's footwear, accessories and clothing under the Kenneth Cole, Reaction, and Unlisted. com labels, as well as offering over 30 product categories.



Kenneth Cole retail stores have expanded throughout the United States and abroad in Amsterdam, Hong Kong, Singapore, Taiwan and the GCC. The Kenneth Cole Catalogue mails to over three million consumers a year and the award-winning Kenneth Cole (www.kennethcole.com) and Reaction websites

- the Year (1997)
- Creative Coalition Spotlight Award (1997)
- Forbes Magazine Best 200 Small Companies in America
- FFANY Fashion Medal of Honor (1997)
- Amnesty International Media Spotlight Award (1998)
- AmfAR Award of Courage (2000)
- NY Magazine Fashion Award of the Year (2000)
- CFDA Menswear Designer of the Year Nominee (2000)



receive thousands of hits per day. Kenneth Cole's marketing savvy has earned the Company a renowned image as a forerunner of fashion and trends. His controversial advertising campaign has garnered worldwide attention for its humour and social consciousness.

PRODUCT

Through the rugged mountains, Saharan desert and into the tropical rain forest: The Spring 2011 collection tells the story of our global landscape which takes inspiration from the organic colors and textures inherent in nature, juxtaposed with a more urban, utilitarian sensibility.

Key looks for women include exotic, asymmetrical one-shoulder sheath dresses

belted at the waist, slouchy, parachute cotton trousers, and sporty yet versatile trenches layered over lightweight silks with ruched necklines and modern, sportswear-inspired mesh fabrics. Pixelated mosaic prints and splashes of colour are grounded by dune, slate and crisp white, one of the the season's biggest trends. Refined tribal patterns and hints of playful electric yellow and blue pop into the landscape. Raw silk and bleached out fabrics mix soft and hard, shiny and matte.

Accessory highlights include double buckle belts and hobos in metallic python with white leather detail and studded handles. Camouflage totes and gladiator heels in fatigue green mesh and snakeskin are the spring military must haves.

For men, the mood is urban safari with a clean yet unstructured silhouette and a concentration on military cargo, canvas, unconstructed blazers and raw edges. Key looks include sandy suede field jackets, two-button blazers, layered separates and loose-fitting, easy-to-wear trousers with roll up cuffs and clean patch pockets. Steel blues and warm berries

balance jungle greys and tumbleweed browns. Shoes include short military boots, trekking sandals, and sharp oxfords with playful coloured soles. Belt bags, rustic leather duffels and updated, graphic camo bags are slung across the shoulders, perfect for hiking through the urban jungle.

RECENT DEVELOPMENTS

In 1985 Kenneth Cole was the first member of the fashion community to take a public stand in the fight against AIDS. Since then he has continued to support the global fight through both personal and corporate initiatives including the dedication of an ongoing portion of marketing budget to public awareness initiatives. Cole continues to serve as a National Board Member of both AmFAR: The American Foundation for AIDS Research since 1985 and the HELP USA Homeless project since its inception in 1987.

Kenneth Cole has been recognised for his design and business talents as



well as for his philanthropic involvement. The Creative Coalition honoured Kenneth with their Spotlight Award for dedication to increasing public awareness; Amnesty International honoured Kenneth Cole with their 1998 Media Spotlight Award. Kenneth was simultaneously chosen as Humanitarian of the Year by Divine Design and the CFDA presented their Award for Humanitarian Excellence to Kenneth Cole in 1996. Kenneth Cole has been awarded the Extraordinary Voice Award by Mother's Voices for his continued efforts in AIDS awareness. Cole was recipient of the Council on Foundations 1996 Humanitarian Leadership award. Kenneth Cole has received the footwear industry's highest honour as Footwear News' Person of The

Year". Fashion Footwear Association of New York (FFANY) honoured Kenneth Cole with The Fashion Medal of Honour Award at their 1997 Gala.

Kenneth Cole Productions continues to declare "What you stand for is more important than what you stand in" and "To be aware is more important than what you wear."

PROMOTION

Kenneth Cole's socially conscious advertising for the causes that he champions can be somewhat controversial but are always meant to stir positive change. One such example was his campaign for World AIDS Day in 2005. He designed



T-Shirts for the campaign which were sold at such stores as Barneys New York, Scoop and Louis Boston. The messages on the shirts stated either, "We All Have AIDS" or "I Have AIDS." Cole created the shirts in hopes that those with or without AIDS would wear the shirts, to help diminish the stigma attached to the disease.

BRAND VALUES

CONFIDENT Smart. Authentic. Bold
CLEVER Original. Versatile. Witty
COOL Iconic. Metropolitan. Sexy. Relevant
AWEAR Social Conscious. Thought Provoking. Engaged

www.kennethcole.com

Things you didn't know about Kenneth Cole

Since 1985 Kenneth Cole has been openly involved in publicly supporting AIDS awareness and research. He is considered the first in the fashion industry to do so.

He uses fashion as a medium to promote socially conscious ads to help fight various causes from AIDS to homelessness. He has donated proceeds to such organisations as Mentoring USA, amfAR and Rock the Vote.

In August 2006 it was announced that Kenneth Cole Productions would stop selling fur in all of their garments for the Fall 2007 Fashion Season.

In 1998 People Magazine voted Cole as "Sexiest Businessman of the Year."

In October 2007 Cole guest-starred in the Ugly Betty episode Betty's Wait Problem

In 2008 the company celebrated its 25th year, with events to commemorate it.