ISLAND FEVER
GUESS Kids Take Recess on Tropical Island Oasis

Los Angeles, CA – November 20, 2007 – The GUESS spring/summer 2008 campaign escapes into a tropical oasis of sun, sand and color. The 1950s bon ton joins forces with the “green thumbed” youngster and the retro kiddo in summer paradise. Sun-kissed sons and daughters experience the call of the islands in style with six different inspirations: Love Always GUESS, Bloomsday, Kaliedescope, Clean Slate, Dynamic Anthology and Subculture Direct. Escape, relax and enjoy with the newest styles for spring and summer.

The photographs taken by Harten feature an adventure into a Caribbean summer that sizzles with sun style. GUESS kids get their stripes, florals and polkadots into gear for sight-seeing and hot spot lounging. They mix and match their own personal style with the care free attitude and eclectic fashion of this lush tropical gem. While relaxing and playing at the beach, they chase butterflies throughout the magnificent rainforest, where wild orchids, giant ferns, and birds of paradise flourish. Surfing, campfire stories, and puppies are the perfect recipe for the best summer getaway of their lives!

GUESS girls open their hearts to the island with Love Always, GUESS. Romantic palettes of bold reds and camels are accented with gold and pink. Crinkle Gauze and Voile are unexpectedly combined with lustrous metallics and foils. Puff sleeves and bubble collars are paired with cropped skinny jeans. In Bloomsday, girls are transported from the beach to the rainforest with flounce skirts, wide leg jeans and sweet sateens in floral prints. The beat of Caribbean style resonates through their very souls in Kaliedescope. The vintage look is reinvented with a home spun twist. Denim is embellished with embroidery and woven tops are worn as dresses.

GUESS boys relax and kick back this spring with Clean Slate. White denim is worn in a variety of lengths in classic and cropped and paired with graphic tees. In Dynamic Anthology, the boys grow restless at the side of the ocean and go skateboard with their friends on the boardwalk with unique and in- your-face styles. Bright colors in retro fits and distressed fabrics are perfect for making the statement on holiday in the Caribbean. Mellow and warm tones of the tropics come together for an evening in front of the campfire in Subculture Direct. Green is the color of choice for GUESS boys while they embrace the summer spirit and mellow out with layered hoodies, sleeveless plaid tank tops and cuffed jeans.

“The children really created the story behind this shoot,” says Paul Marciano, Chief Executive Officer of GUESS?, INC. “Children are very intelligent and have an astounding sense of imagination, and I really wanted to express this type of spontaneity and fun as it mirrors the DNA of GUESS. We encouraged them to create their own world and then we captured it.”

Established in 1981, GUESS began as a jeans company and has since successfully grown into a global lifestyle brand. Today, GUESS designs markets and distributes full collections of women’s, men’s and children's apparel as well as accessories. Throughout the years, the GUESS image has been portrayed in unforgettable, innovative campaigns that have made the brand a household name. GUESS is distributed throughout the United States and Canada in fine department stores, its retail specialty and factory stores, and domestically on its online stores. GUESS has licensees and distributors in South America, Europe, Asia, Africa and Australia. In addition to shopping online, you can find more information on GUESS at www.guess.com.