

# SPECIALTY FASHION | GROUP

**ASX Announcement**

**12<sup>th</sup> April 2016**

## **Specialty Fashion Group Announces City Chic Brand Destination Roll-out into Myer**

Specialty Fashion Group Limited (ASX: SFH) (the Group) today announces a partnership agreement with Myer Limited (Myer) for its City Chic brand. Myer will roll out the City Chic Womenswear brand destinations across 30 Myer stores.

The national launch of City Chic within an initial 14 Myer stores commences this week, with the first brand destination opening in the Myer Melbourne flagship today.

Gary Perlstein, Specialty Fashion Group's CEO, said: "City Chic is performing well, leveraging significant growth in the Womenswear market. I am delighted City Chic has been recognised by Myer as a desirable Womenswear brand as part of its New Myer strategy. We're confident our partnership with Myer will help change the perception of fashion as we continue to deliver glamorous, bold and exciting ranges to our customers."

Myer Group General Manager of Apparel, Karen Brewster, said: "We are thrilled with our partnership with City Chic. City Chic is an exciting, progressive fashion brand that will resonate with our customers."

The Myer brand partnership agreement is another significant initiative in the growth strategy for the City Chic brand. This strategy includes a carefully planned international expansion, and an accelerated Omni-channel focus which is delivering significant online sales growth.

City Chic has made successful inroads expanding its presence internationally in recent months.

- In addition to its existing presence in 60 Nordstrom stores across the USA, the brand has launched its product into 100 Macy's stores.
- City Chic has entered the UK market with successful product trials in Evans, part of the Arcadia Group.
- Three new City Chic stores have been opened in the UAE under licence.

**ENDS**

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**About Specialty Fashion Group**

Specialty Fashion Group is the largest specialty retailer of women's fashion in Australasia, through Millers, Katies, Crossroads, Autograph, City Chic and Rivers.

**The Group's purpose is to be a global leader as its brands change the perception of fashion.**

The Group operates 1,085 stores in Australia, New Zealand, USA and South Africa and its brands' products are also available online at [www.millers.com.au](http://www.millers.com.au), [www.katies.com.au](http://www.katies.com.au), [www.crossroads.com.au](http://www.crossroads.com.au), [www.autographfashion.com.au](http://www.autographfashion.com.au), [www.rivers.com.au](http://www.rivers.com.au), [www.citychic.com.au](http://www.citychic.com.au), and in the USA at [www.citychiconline.com](http://www.citychiconline.com) as well as selected national department stores.