



SPERRY SIGNS LICENSING AGREEMENT WITH THE LEVY GROUP

Multi category collection to debut at the Miami Swim show

ROCKFORD, MI, July 10, 2019 Sperry has signed a multi-category licensing partnership for Sperry with the Levy Group. The partnership includes a full lifestyle collection featuring swimwear, sportswear, dresses and casual bags for men, women and children.

“As an iconic American brand, Sperry is pleased to be working with the Levy Group, one of the oldest and most respected manufacturers in the US on the new Sperry sportswear collection for men, women and children. The Levy Group’s attention to quality and detail is unparalleled, and the new sportswear collections reflect the Sperry lifestyle.” says Tom Kennedy, President of Sperry.

“Having the opportunity to work with such an iconic brand such as Sperry is very exciting. It is a brand that garners the truest of emotions relative to effortless American classic lifestyle footwear and sportswear. Born out of ingenuity and innovation; and inspired by the Authentic Original boat shoes created by Paul Sperry in 1935, the Sperry lifestyle sportswear collection will deliver performance and iconic American fashion in one,” said Levy Group President Michael Fernandez of the partnership.

The collections offer graphic tees, fashion forward swimwear, performance outerwear, and key sportswear pieces that complement the Sperry lifestyle and reflect a casual ease. Price points range from \$32 - \$180.

ABOUT SPERRY

Celebrating 85 years of footwear innovation in 2020, Sperry was founded in 1935 by avid sailor, inventor and intrepid explorer Paul Sperry. From the invention of the world’s first boat shoe, the iconic Top-Sider, Sperry continues its tradition of offering innovative, fashion-forward styles that are perfect at sea or on the street. The company Paul Sperry founded in his own name is now fully rooted in the history of American style. Sperry is distributed in department stores and independent retailers in North America, Asia, Europe and Latin America, as well as Sperry specialty retail stores and www.Sperry.com. Sperry is a division of Wolverine World Wide, Inc. one of the world’s leading marketers of branded casual, active lifestyle, work, outdoor sport, athletic, children’s and uniform footwear and apparel. [@sperry](http://Sperry.com) [#sperry](https://twitter.com/sperry) [#sperry](https://twitter.com/sperry)

ABOUT THE LEVY GROUP

With over 75 years and 4 generations worth of experience, The Levy Group remains one of the largest apparel manufacturers in the United States. Our commitment to outstanding quality, value and customer service has enabled us to continually grow and innovate in a highly challenging marketplace. Using only the finest materials and innovative manufacturing practices the Levy Group strives to produce apparel and related products that stand out for their style, longevity function and value. www.thelevygroupinc.com

Media Contact Sperry: Edina Sultanik Edina.sultanik@sperry.com