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Marcraft Enters Agreement with Lanier Clothes for Outerwear License

ATLANTA, Sept. 25, 2012 /PRNewswire/ -- Oxford Industries, Inc. (NYSE: OXM) -- Marcraft Apparel Group has signed a licensing agreement with Lanier Clothes, a division of Oxford Industries, Inc. Lanier Clothes is the exclusive licensee for Kenneth Cole tailored apparel in the United States. Marcraft will design and manufacture topcoats and rainwear bearing the Kenneth Cole New York®, Kenneth Cole Reaction® and Unlisted® by Kenneth Cole Productions marks for sale and distribution in the United States.

Wesley Howard, President of Lanier Clothes commented, "We are very pleased to have Marcraft as a licensed partner for our Kenneth Cole topcoat and rainwear initiative. Their team has a long track record of successfully developing topcoat and rainwear businesses. We expect that Marcraft's successful track record, coupled with the strong positive momentum of the Kenneth Cole brand, will further extend our already significant customer base."

Gary Brody, of Marcraft Apparel Group added, "MC Coat, a new division of Marcraft Apparel Group, is now set to compete in the Modern Designer Arena." "Adding Kenneth Cole as one of our premier labels brings us a step closer to our goal of being a one stop destination for department stores and specialty stores topcoat and rainwear needs," says Jeffrey Brody.

About Oxford:

Oxford Industries, Inc. is a global apparel company which designs, sources, markets and distributes products bearing the trademarks of its owned and licensed brands. Oxford's brands include Tommy Bahama®, Lilly Pulitzer®, Ben Sherman®, Oxford Golf®, Arnold Brant® and Billy London®. The Company also holds exclusive licenses to produce and sell certain product categories under the Kenneth Cole®, Geoffrey Beene®, Dockers® and Ike Behar® labels. The Company operates retail stores, restaurants and Internet websites. The Company also has license arrangements with select third parties to produce and sell certain product categories under its Tommy Bahama, Lilly Pulitzer and Ben Sherman brands. Oxford's wholesale customers include department stores, specialty stores, national chains, specialty catalogs and Internet retailers. Oxford's stock has traded on the New York Stock Exchange since 1964 under the symbol OXM. For more information, please visit Oxford's website at www.oxfordinc.com.

About Marcraft:

Marcraft Apparel Group (MAG) is the largest vertically integrated Mens Tailored Clothing company in North America. Gary and Jeffrey Brody are the owners and Co-Presidents of MAG. Marcraft's brands include Tommy Hilfiger, Jones New York, Marc Ecko, and Willis&Walker.

About Kenneth Cole Productions, Inc.

Kenneth Cole Productions, Inc. designs, sources and markets a broad range of footwear, handbags, apparel and accessories under the brand names Kenneth Cole New York, Kenneth Cole Reaction, and Unlisted, as well as footwear under the proprietary trademark Gentle Souls. The Company has also granted a wide variety of third party licenses for the production of men's, women's and children's apparel as well as fragrances, watches, jewelry, eyewear and several other accessory categories. The Company's products are distributed through department stores, better specialty stores, company-owned retail stores and its e-commerce website. Further information can be found at <http://www.kennethcole.com>.

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