



NEWS RELEASE

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January 29, 2009

FIRST 7 FOR ALL MANKIND STORE OPENS IN HAWAII

Royal Hawaiian Center in Waikiki continues to attract top-fashion retailers

Waikiki – The first 7 For All Mankind branded store in Hawaii is now open at Royal Hawaiian Center. This luxury denim brand opened its 2,997 square foot, two-level flagship space in Building B, between kate spade and Bvlgari.

Customers will be able to shop the brand's full assortment of women's and men's denim and sportswear, kid's denim, as well as handbags and accessories. 7 For All Mankind will also offer its premium shopping services such as on-site tailoring, refreshments, personal shopping and appointment selling.

"We are very pleased to welcome 7 For All Mankind to Royal Hawaiian Center," said Rosalind Shurgin, CEO of The Festival Companies, manager and developer of the Center. "This retailer brings a breath of fresh air to Hawaii, making new fashion options available to both kama'aina and visitors. Our national flagship fashion and lifestyle stores combine with unique local merchants and scintillating restaurants to create an innovative blending of shopping, entertainment and dining."

The store was designed using island-inspired materials such as Ipe wood, lava stone, white lacquered wood fixtures, stone floors, black glass, custom wall coverings and the brand's signature Zebrano wood. The two-story flagship boutique offers entrances on both levels. A stylish staircase is framed by a curtain of 7 For All Mankind's signature chain links, showcasing the company's status as the world's luxury denim brand.

"Our Honolulu location has been carefully selected for the area's personality and how it interacts with the 7 For All Mankind brand. Customers will easily identify the new store as 7 For All Mankind based on appearance, but they will also recognize details that call to mind Hawaii's laidback cultural heritage. Royal Hawaiian Center is a prime shopping destination with a high-end customer clientele that is comprised of both locals and tourists. We are extremely excited to have a shop in such an amazing location," said Aaron Battista, VP of Retail for 7 For All Mankind.

The store is open daily from 10 a.m. to 10 p.m. For more information, contact Lei 'Olu Guest Services at (808) 922-2299 or visit www.royalhawaiiancenter.com.

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About 7 For All Mankind LLC

7 For All Mankind LLC launched the premium denim craze in the United States in 2000. The Los Angeles based brand quickly earned critical acclaim and an immediate following for its innovative use of fits, fabrics, and finishes. The company continues to grow and evolve as a true denim lifestyle brand, expanding its product line to include men's, kids, and handbag collections. 7 For All Mankind is currently sold at its owned retail stores, 7ForAllMankind.com, luxury department stores such as Barneys New York, Saks Fifth Avenue and Neiman Marcus, as well as high end specialty boutiques in over 80 countries throughout the world. On August 31st 2007, 7 For All Mankind was acquired by VF Corporation (NYSE: VFC). As a result of this acquisition, 7 For All Mankind is now a wholly-owned subsidiary of VF Corporation. For more information about VF, please visit their website: www.vfc.com. For more information about 7 For All Mankind, please visit: www.7forallmankind.com.

Royal Hawaiian Center, the premier shopping and entertainment destination in Waikīkī, consists of more than 310,000 square feet along a three-block stretch of Waikīkī's famed Kalākaua Avenue. A dynamic mix of 110 world-class retailers, restaurants and entertainment options are offered at the four-level Center. The Center is situated on more than six acres of prime real estate in Waikīkī and is owned by Kamehameha Schools. To learn more about the Center visit www.RoyalHawaiianCenter.com.

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