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FOR IMMEDIATE RELEASE

The World's Largest Accessories Company Launches a Digital Laboratory

FOR IMMEDIATE RELEASE New York, NY (August 7, 2017)- Randa Accessories, the world's largest men's accessories company, announced today the creation of "Randa Digital Labs" (RDL) to drive new value for Randa and its partners via the use of digital technology, tools and communication.

Randa Digital Labs will be led by Heath Golden, formerly president of Randa's Neckwear & Jewelry division. "Heath's strengths as a strategic thinker and his drive to remain on the leading edge of changes in our industry are what makes him Randa's clear choice to lead this vital initiative," shared Judy Person, Randa's EVP & Group President.

Using digital technologies inclusive of big data, rapid prototyping, minimum viable products and value-added features, RDL is chartered to rapidly create new products, new experiences, new businesses models and new go-to-market strategies.

Additionally, Randa Digital Labs will be responsible for managing Randa's direct-to-consumer business units, its online marketplace programs, and its portfolio of digital investments.

As an operating unit, RDL is expected to become a "next-generation" digital business model that has the speed, precision, and flexibility to unlock value by quickly assessing and improving customer experience. The lab's motto includes: "learn, test, experiment, optimize and scale."

Randa Digital Labs is both autonomous and cross-functional. Working with a dedicated team of ecommerce, data, content and business managers from an office located one block from Randa's New York City headquarters. "RDL has its own toolkit, responds to its own key performance indicators, and delivers unique value add, all with the attitude and speed of a startup, shared Heath Golden. "Concurrently, Randa Digital Labs will work with Randa's industry-leading legacy business units to leverage its extraordinary supply-chain, diverse global resources, substantial consumer insights data and impressive balance sheet to mutual advantage. Together, we will yield a sum greater than the parts."

Equally important, RDL will share its learnings and best-practices with Randa's retail and brand

partners to improve and accelerate their go-to-market performance. As the leader in men's accessories, Randa and its stakeholders are expected to leverage RDL to create, per Golden, "elevated, integrated and consistent experiences for our consumers across all channels of distribution."

"Through initiatives such as RDL," said David J. Katz, Randa's CMO, "Randa will make faster, higher-quality decisions, create new processes to serve our customers' evolving needs, and exploit emerging trends and technology. Randa Digital Labs enables us to leverage our leadership in the years to come, to further delight our consumers and to provide growth opportunities for our talented associates."

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ABOUT RANDA

Randa Digital Labs: 21 W. 38th St. New York, NY 10016

Randa produces men's belts, small leather goods, neckwear, luggage, casual bags, jewelry, and seasonal accessories including footwear, hats, gloves, and gifts, bringing these to market through all channels of distribution, worldwide. More than the world's largest men's accessories company, Randa uses its scale and expertise to create and expand powerful brands, exceptional products and extraordinary shopping experiences. For more information: www.randa.net.