

**FOR IMMEDIATE RELEASE**

**LONDON FOG ANNOUNCES EVA LONGORIA PARKER AND TONY PARKER TO APPEAR IN ITS HOLIDAY MARKETING CAMPAIGN**

(New York) October 21, 2009 —Iconix Brand Group (NASDAQ: ICON) (the “Company”) announced today that actress Eva Longoria Parker and her husband, NBA San Antonio Spurs champion starting point guard, Tony Parker, will appear in its London Fog® brand’s holiday marketing campaign. The multi-media marketing campaign will debut in December issues of fashion and lifestyle magazines such as *Elle*, *Marie Claire* and *Gotham*, outdoor billboards and online.

Eva Longoria Parker, stated, “It was fun to work together. London Fog is always classy and beautiful and we knew we were in good hands for the campaign. The coats and bags were gorgeous; I am a huge fan of trench coats and all the London Fog trenches were amazing.”

The Parkers were chosen for the London Fog campaign because they epitomize the modern, romantic and aspirational London Fog lifestyle. The beautiful, iconic shots feature the couple embracing, caressing and laughing as they pose in London Fog outerwear and accessories. The campaign was created by the Iconix in-house marketing team and shot by photographer Nino Muñoz at Milk Studios in Los Angeles.

Dari Marder, Chief Marketing Officer, London Fog, commented, “Eva and Tony are a gorgeous couple and look stunning in the campaign. We are honored that they selected London Fog for their first fashion campaign together. They were so loving and affectionate with each other and the shots beautifully capture these intimate moments on set.”

London Fog categories include outerwear, handbags, footwear, luggage, children’s outerwear, cold weather accessories, home, eyewear and umbrellas. The collections retail from \$150.00-\$350.00 and are available at better department stores such as Macy’s and online at [www.londonfog.com](http://www.londonfog.com).

This holiday campaign follows the highly touted fall campaign with supermodel Gisele Bündchen. It is the latest in a series of celebrity portraits for London Fog.

Iconix Brand Group Inc. (Nasdaq: ICON) owns, licenses and markets a growing portfolio of consumer brands including CANDIE'S (R), BONGO (R), BADGLEY MISCHKA (R), JOE BOXER (R) RAMPAGE (R) MUDD (R), LONDON FOG (R), MOSSIMO (R) OCEAN PACIFIC(R), DANSKIN (R) ROCA WEAR(R), CANNON (R), ROYAL VELVET (R), FIELDCREST (R), CHARISMA (R), STARTER (R) and WAVERLY (R). In addition, Iconix owns an interest in the ARTFUL DODGER (R) and ED HARDY (R) brands. The Company licenses its brands to a network of leading retailers and manufacturers that touch every major segment of retail distribution from the luxury market to the mass market in both the U.S. and around the world. Iconix, through its in-house advertising, promotion and public relations agency, markets its brands to continually drive greater consumer awareness and equity.

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