

## **LONDON FOG ANNOUNCES INTERNATIONAL SUPERMODEL, GISELE BÜNDCHEN TO APPEAR IN ITS UPCOMING FALL MARKETING CAMPAIGN**

(New York) July 29, 2009—Iconix Brand Group (NASDAQ: ICON) (the “Company”) announced today that international supermodel, Gisele Bündchen will appear in its London Fog® brand’s fall marketing campaign. The multi-media marketing campaign will debut in October issues of fashion, lifestyle and entertainment magazines, outdoor billboards and online.

Bündchen poses seductively in only a London Fog coat. This is the first campaign the supermodel has appeared in since news of her pregnancy broke. The campaign was created by the Iconix in-house marketing team and shot by fashion photographer, Nino Munoz at Smashbox Studios in West Hollywood in mid July.

Dari Marder, Chief Marketing Officer, London Fog, commented, “Nobody is sexier or more beautiful than Gisele Bündchen in nothing but a London Fog trench coat, even with her visible baby bump. This London Fog campaign features a classic portrait of Gisele in an iconic London Fog trench; it is a very fitting image for this timeless brand.” Marder added, “Although Gisele was photographed while pregnant, most of the shots have been retouched to respect her privacy during this wonderful and personal time in her life.”

Bündchen wears London Fog outerwear in the campaign. Additional London Fog products featured in the campaign include cold weather accessories, footwear, handbags, luggage, 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).

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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