

GQ NAMES BILLY REID 2010 BEST NEW MENSWEAR DESIGNER IN AMERICA

NEW YORK (February 12, 2010) – GQ announced today Billy Reid as winner of the third annual Best New Menswear Designers in America project.

GQ editor-in-chief Jim Nelson and creative director Jim Moore, along with the fashion editors of the magazine, had selected five other designers as finalists: **Burkman Bros** designers Doug and Ben Burkman, **Richard Chai, Caulfield Preparatory** designer Vincent Flumiani, **J. Crew** menswear designer Frank Muytjens, and UNIS designer Eunice Lee. Each designer will be featured in the March 2010 issue.

On February 4, the designers presented their collections before an expert panel including GQ editor-in-chief Jim Nelson, GQ creative director Jim Moore, CFDA executive director Steven Kolb, Levi's® svp of merchandising & design Erik Joule, Bloomingdale's vice president of fashion direction Kevin Harter, and Calvin Klein Collection men's creative director Italo Zucchelli. They then showcased a selection of looks at a party at the IAC Building on the evening of February 11, after which the judges convened to determine the winner.

As the winner, Billy Reid receives a \$50,000 cash prize and the opportunity to create a limited-edition collection for the Levi's® brand. His collection will receive an exclusive month long debut at several Bloomingdale's locations in the fall. He will also participate in a mentoring program led by GQ, the Levi's® brand, and Bloomingdale's. A select item or outfit from his collection will be featured in the September 2010 issue of GQ.

William "Billy" Reid grew up Amite, Louisiana, just south of the Mississippi line. In 2004, he launched Billy Reid, a collection with roots in the designer's Southern past. Today, Billy works out of his flagship shop and studio in Florence, AL. The store is furnished with Reid family heirlooms, and serves as a lodestar for his other boutiques. Additional Billy Reid shop locations include New York City, Nashville, Charleston, Charlotte, Dallas, and Houston.

Billy Reid is preceded by 2009 Best New Menswear Designer Robert Geller, and Engineered Garments designer Daiki Suzuki in 2008.

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About the CFDA

The Council of Fashion Designers of America (CFDA) is a not-for-profit trade association whose membership consists of more than 350 of America's foremost fashion and accessory designers. CFDA Foundation, Inc. is a separate not-for-profit organization, which was organized to raise funds for charity and industry activities. For more information, visit www.cfda.com.

About Bloomingdale's

Bloomingdale's is America's only nationwide, full-line, upscale department store and a division of Macy's Inc. It was founded in 1872 and currently operates forty stores in New York, New Jersey, Massachusetts, Pennsylvania, Maryland, Illinois, Virginia, Minnesota, Georgia, Florida, Nevada and California. For more information, or to shop anytime, visit www.bloomingdales.com.

About the Levi's® brand

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss in 1873, Levi's® jeans have become the most recognizable and imitated clothing in the world—capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Its range of leading jeanswear and accessories is available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products, and stores, please visit levi.com.

GQ is the leading men's general-interest magazine with a monthly readership of 6.1 million readers. It is available in print, on-line at GQ.com, and as an app at itunes.com. The magazine is published by Condé Nast.

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