



PERRY ELLIS INTERNATIONAL ANNUAL REPORT 2013

PERRY ELLIS INTERNATIONAL IS ONE OF THE WORLD'S LEADING DIVERSIFIED BRAND LIFESTYLE APPAREL COMPANIES.

NOTHING IN THIS WORLD IS MORE GLOBALLY ACCEPTED AND RECOGNIZED THAN FASHION. TAKING INSPIRATION FROM CULTURES AROUND THE WORLD, THE KEY TO OUR SUCCESS IS DIVERSITY - NOT JUST IN OUR BRANDS BUT IN OUR PEOPLE.

OUR MISSION IS TO BE A LEADER IN THE APPAREL INDUSTRY BY UTILIZING THE WIDE SPECTRUM OF KNOWLEDGE, BACKGROUNDS AND EXPERIENCES POSSESSED BY OUR ASSOCIATES.

OUR INDUSTRY IS CONSISTENTLY EVOLVING; WITH THIS ARSENAL OF SKILLS, OUR OPERATIONS WILL CONTINUE TO THRIVE, REFLECTED IN INCREASED REVENUE AND IN PROFITABILITY TO OUR STAKEHOLDERS.

OUR 46 YEARS



1967

George and his brother Isaac create **Supreme International**, manufacturing two products: school uniforms and traditional Latin 4-pocket linen Guayabera shirts. Earns the title: "King of Guayaberas."



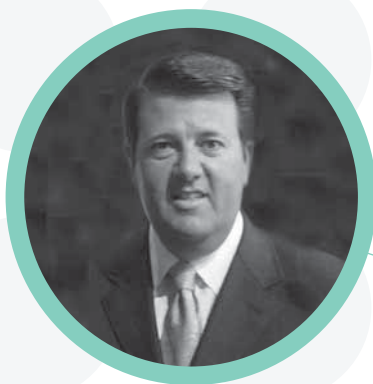
1970

Expands internationally with offices in Osaka, Seoul and, in 1972, Taipei, enabling immediate response to fashion trends. **Becomes one of the industry's strongest organizations.**

**1960
1980**

1961

George Feldenkreis leaves Cuba with his one year-old son, Oscar, a pregnant wife and only \$700. Faced with the immediate need to earn a living, begins importing everything from automotive parts to apparel.



1980

Oscar Feldenkreis joins the company. His keen fashion sense and design direction transitions the business from a distributor of private label merchandise to a manufacturer of branded sportswear.

**1980
1990**

1988

Launches its first major brand, **Natural Issue**, specializing in the process of reactive printing.

NATURAL ISSUE®



1996
Acquires Munsingwear[®] and Grand Slam[®],
together bringing over
110 years of history and
product innovation.



1997
Celebrates 30 years in business and expands to new corporate headquarters in Miami. **Recognized as one of the fastest-growing companies in the U.S. (Forbes/Individual Investor).**



1994
Named 34th "Best Small Company" (Forbes) and "Minority Employer of the Year" (JCPenney).



1993
Initial public offering
NASDAQ: SUPL.



1999
Changes company name to Perry Ellis International, Inc. (PEI) after acquiring Perry Ellis[®], Manhattan[®] and John Henry[®]. **NASDAQ symbol becomes PERY.**

1990
2000



2003
Acquires Salant Corporation, the largest licensee of the Perry Ellis brand. The merger creates **one of the largest men's sportswear companies in America.**



1992
Opens a showroom in Manhattan's garment district, one of the world's fashion capitals.



2002
Acquires the iconic bathing suit brand, Jantzen[®], and rights to the Nike[®] Swim license. Original Penguin[®] by Munsingwear[®] is introduced with vintage-inspired sportswear for fashion-savvy hipsters.





2013

Celebrates 20 year anniversary on NASDAQ and over 45 years in business... and counting!

2011

Acquires Rafaella, known for women's career sportswear and "The Perfect Fitting Pant."



2009

Becomes the **licensee for Callaway' golf apparel** - leader in true golf performance and authenticity.

2012

Expands license agreement with Callaway' and purchases Ben Hogan' worldwide intellectual property rights for golf apparel and accessories.



2008

Enters the women's contemporary market, **acquiring iconic brands Laundry by Shelli Segal' and C&C California'**.



2006

Obtains license for JAG' swimwear and cover-ups. Ranked number one apparel company in stock performance.



2004

Becomes licensee for PGA Tour' apparel, adding performance golf to several channels of distribution. Also acquires action and surf brand, **Redsand'**.



2005

First Original Penguin' store opens. Acquires the surf and skate lifestyle brand, **Gotcha'**, as well as assets of Tropical Sportswear International, including **Savane'** and **Farah'** brands. Now, with offices in London, the company looks towards further European expansion.

DEAR FELLOW SHAREHOLDERS,

As Perry Ellis International embarks on its 20th year as a publicly traded company, and marks over 45 years in the apparel industry, the Company's business model continues to evolve around loyal consumers' insights, enabling us to adapt to the changes we see in their shopping behavior and to build deeper connections with them around the world by crafting authentic brand experiences.

Last year, we strengthened key management teams, including those for Perry Ellis® and Rafaella®, to bolster the performance of some of our brands. Despite significant pressure from an uncertain economy, difficult weather conditions and heavy promotional activities, we navigated through these obstacles by investing in product and delivering quality and a credible value proposition. As a result, for Fiscal 2013 your Company achieved Net Sales of \$970 million, \$15 million of Net Income Attributable to PEI, \$50 million of EBITDA, \$61 million of Adjusted EBITDA¹, and we remain in extremely solid financial positioning.

Fiscal 2013 marked the year we elevated our Perry Ellis brand leadership, marketing and products. Our team was challenged to bring Perry Ellis to a new level. Thanks to careful brand-building efforts for the "Very Perry" campaign, our iconic brand enjoys significantly higher levels of awareness which we believe will continue the momentum for long-term growth and profitability.

Our golf lifestyle business, led by Callaway®, PGA TOUR®, Grand Slam® and Ben Hogan®, experienced over 30% growth this year and performance within this category remains one of our strongest. The successful integration and development of Ben Hogan – a strong, authentic golf brand – demonstrates our commitment to building the most powerful portfolio of performance golf brands in the world. The recent expansion of our Callaway and PGA TOUR license agreements enables us to widen our footprint across the Western Hemisphere and into additional channels of distribution, offering a significant growth area for your Company.

Women's dresses and sportswear, which currently account for approximately 18% of our business, have proved an excellent growth engine for both sales and profitability. Our contemporary brands, Laundry by Shelli Segal® and C&C California®, collectively grew over 33% this past year and we are making significant investments to expand the product categories offered for each. Our Rafaella team redefined the brand's identity and fit communication this year and has witnessed significant editorial coverage.

Internationally, we continue to recognize the benefits of the foundation we diligently laid over the last several years. Our direct business in Canada and Mexico grew by double digits for the year. In the United Kingdom, our business grew by single digits, and we remain confident about investing in and developing our European arm on the back of solid medium-term growth, despite wider economic issues in the region.

During the year, we entered into an agreement to sell the John Henry® brand rights for Asia, demonstrating our Company's focus on strengthening our core business competencies. Finally, we are excited for the prospective opening of the first Laundry by Shelli Segal store in one of the best shopping centers in Beijing. Coupled with our joint venture partnership for distribution of our Manhattan® brand, our expansion into Greater China represents significant progress for one of our major growth initiatives.

Our direct retail and e-commerce businesses, which increased to 9% of our total business this year, remain a key focus for us as we believe the growth potential remains significant. Our aggregate e-commerce business, which includes wholesale sales through our brick-and-mortar retail partners and pure online retailers, grew over 30% last year. We ended the year with five direct e-commerce sites and will continue to redeploy assets in our digital commerce efforts. Our goal is to build stronger consumer relationships by providing them with immersive environments to help understand our brand stories and product offerings.

On the retail side, we opened five new stores this year and ended Fiscal 2013 with 69 directly-operated stores including five stores in the United Kingdom. Our retail business model is centered on maximizing the power of our Perry Ellis® and Original Penguin® brands, with strong and loyal followings. We will open new retail locations in a careful and thoughtful manner as we intend to drive positive comparable sales and improve profitability. While we believe the retail environment will continue to be challenging, we are confident we can address any obstacles by continuing to strengthen our management teams and by offering merchandise that is fashion-forward, while at the same time maintaining a disciplined approach to growth and expenses.

While Fiscal 2013 was a year of transformation, we expect Fiscal 2014 will be a year of revenue and margin growth. We are enhancing our profit formula so that we can reward stockholders with significant financial performance over the long term. Key to our success has been our focus on core growth drivers, which consists of building lifestyle brands, expanding internationally and serving our consumers directly.

We enter 2013 with a great deal of excitement that our brands will continue their positive momentum and confidence in our nearly 2,600 dedicated worldwide associates to execute on our core growth drivers. The power of our diversified portfolio has never been more evident and, as always, we are extremely thankful for our shareholders' continued support.

We look forward to a successful Fiscal 2014 and beyond.



OSCAR FELDENKREIS
VICE CHAIRMAN, PRESIDENT AND
CHIEF OPERATING OFFICER

GEORGE FELDENKREIS
CHAIRMAN AND CHIEF
EXECUTIVE OFFICER

CHANNELS OF DISTRIBUTION



9%
DIRECT-TO-CONSUMER

8%
INTERNATIONAL WHOLESALE

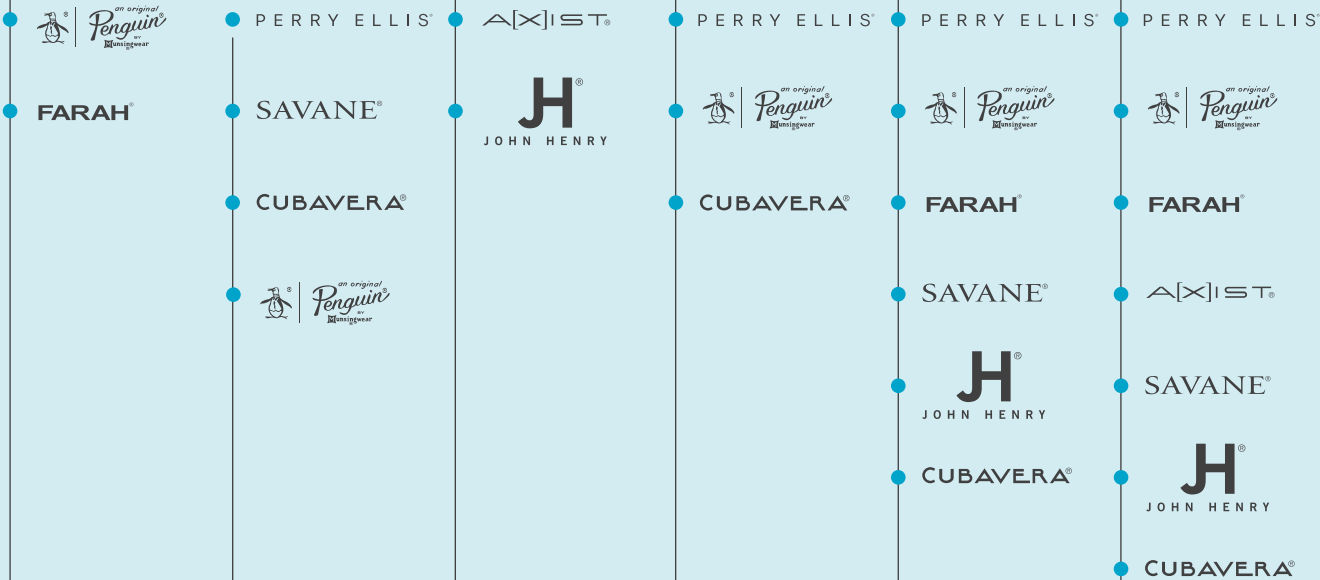
3%
LICENSING

SPORTS RETAILERS,
LUXURY, SPECIALTY,
OFF-PRICE, CLUBS & OTHER

DEPARTMENT
STORES

MID-TIER

MEN'S SPORTSWEAR & ACCESSORIES



WOMEN'S SPORTSWEAR



GOLF APPAREL



SWIM & SWIM ACCESSORIES



148
TOTAL
LICENSING
AGREEMENTS

NEARLY
2,600
ASSOCIATES

86
INTERNATIONAL
LICENSING
AGREEMENTS

69
RETAIL
STORES

15+
THOUSAND
STORES CARRY
PEI PRODUCTS

26^{\$}
GLOBAL OFFICES
& DISTRIBUTION
CENTERS

\$970
MILLION
REVENUE IN
FISCAL 2013

72
MILLION
UNITS SHIPPED
IN FISCAL
2013

30+
BRANDS

30
SOURCING
COUNTRIES

DOMESTIC OFFICES:
Commerce, CA
Frisco, TX
Menomonee Falls, WI
Miami, FL (2)^{††}
New York, NY (4)
Portland, OR
Seneca, SC*
Tampa, FL*

INTERNATIONAL OFFICES:
Beijing
Dhaka
Dublin
Guangzhou
Hangzhou
Ho Chi Minh City
Hong Kong
Jakarta
London*
Mexico City
Shanghai
Taipei
Toronto
Witham (UK)*

* Distribution Center
† Corporate Office

MEN'S

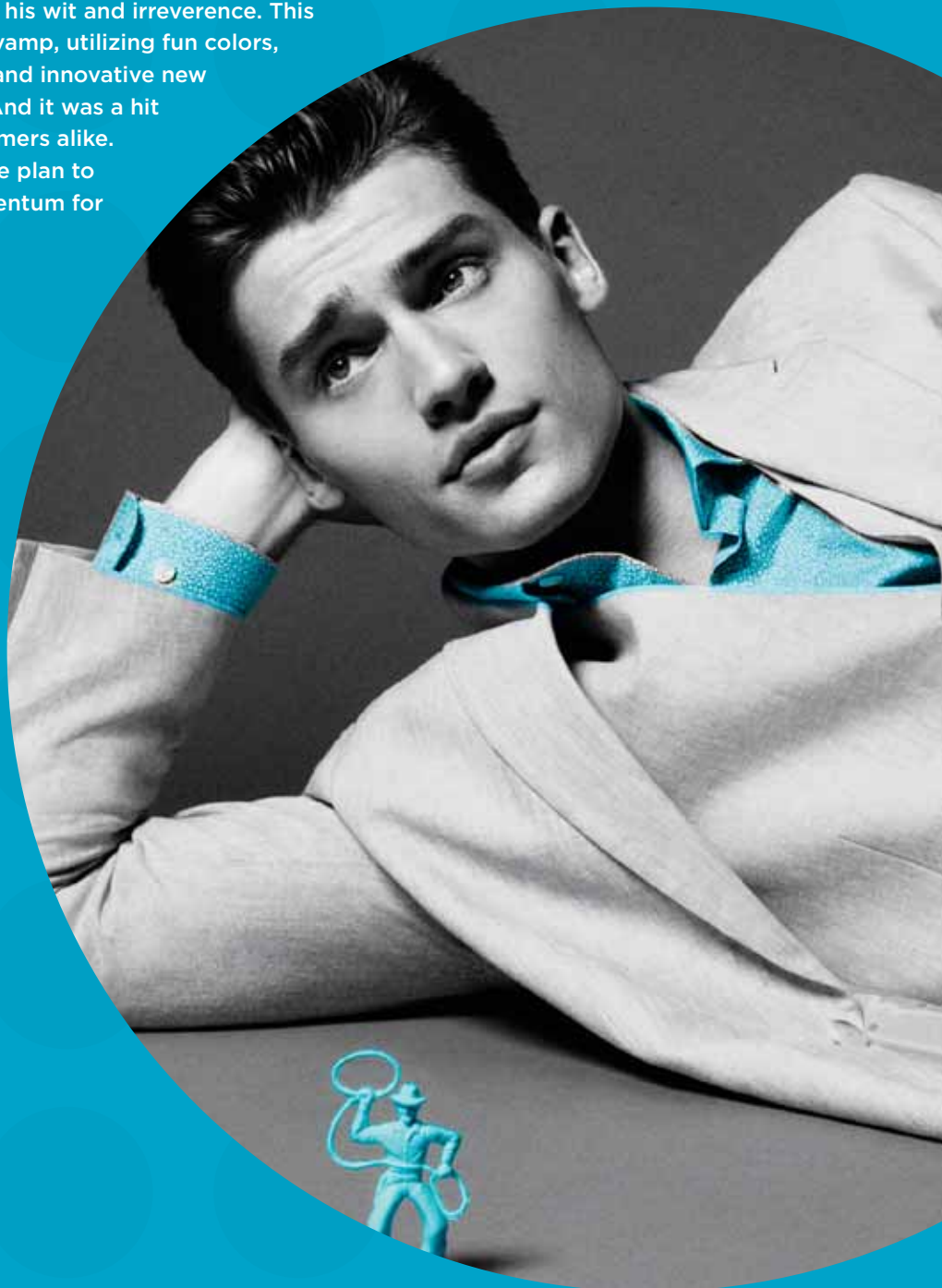
Modern to classic; athletic to irreverent - men come in many shapes, sizes and with different interests. So, too, should their apparel. What they wear is who they are - an outward reflection of the man inside.

This year, Perry Ellis International focused on 'embracing lifestyles' - truly harnessing the reach and impact of our brands, the consumers that make the largest target demographics for each and the strategies behind our designs, marketing initiatives and overall sales plans. It was a time of transformation and elevation, starting with our namesake - Perry Ellis®.

Perry Ellis, the designer, was known for his wit and irreverence. This year, we launched a complete brand revamp, utilizing fun colors, creative copy, high-quality fabrication and innovative new designs in order to elevate the brand. And it was a hit with fashion critics, retailers and consumers alike. Featured in numerous media outlets, we plan to capitalize on the brand's positive momentum for the new Fiscal Year.

Simultaneously, Original Penguin® and Farah® targeted millennial consumers, a 70+ million strong group, while also building their brand fan bases throughout the U.S., Europe and worldwide.

While these powerhouse name brands continue to flourish, we are also investing in further developing our other menswear brands, embracing the unique lifestyles of each. No company knows the diversity of Men's apparel, nor the lifestyles they represent, better than PEI. It is, after all, what we do best.





PERRY ELLIS®

A[X]IST®



SAVANE®

FARAH®

H®

MANHATTAN®

JOHN HENRY



Never be afraid
to take risks
and, most
importantly,
never take the
clothes you wear
too seriously.
- Perry Ellis



PERRY ELLIS® VERY PERRY.

As a designer, Perry Ellis played with fashion convention simply by not taking it so seriously, following only what felt right. In doing so, he redefined an industry. Today, the Perry Ellis brand offers a full lifestyle sportswear collection – modern apparel with easy mix-and-match shirts, trousers, knits, sweaters, suit separates and outerwear. Much as it was with the designer who gave it his iconic name, the brand stands for style, not fashion. It continues to embrace the wit, levity and legacy of its heritage.

- Distribution in over 1,200+ doors across the U.S. and Canada, 43 direct retail stores, and a dedicated e-commerce website.
- Worldwide retail sales in more than 50 countries.
- Number one dress classification pant brand in the United States according to the NPD Group.
- Number one brand in belts and number two in wallets at leading department stores.
- Complete rebrand with the successful “Very Perry” marketing campaign, which delivered over 350 million impressions through PR and Editorial placements.
- Perry Ellis America® denim-inspired brand launching in fall 2013.

PERRY ELLIS®





an original
Penguin
BY
Munsingwear

ORIGINAL PENGUIN® BY MUNSINGWEAR® WHEN IS NOW.

Established in 1955, the Original Penguin brand takes the best of the time period it began in – optimism, innovation, and the belief that anything is possible – and tells that message in a way that is relevant

today. Known for unexpected product design

details, the offering has expanded to a full collection of apparel and accessories for men, women and kids that reflects the brand's growing emphasis on millennial consumers around the world. The Penguin icon has come to represent effortless style, originality and innovation with a twist.

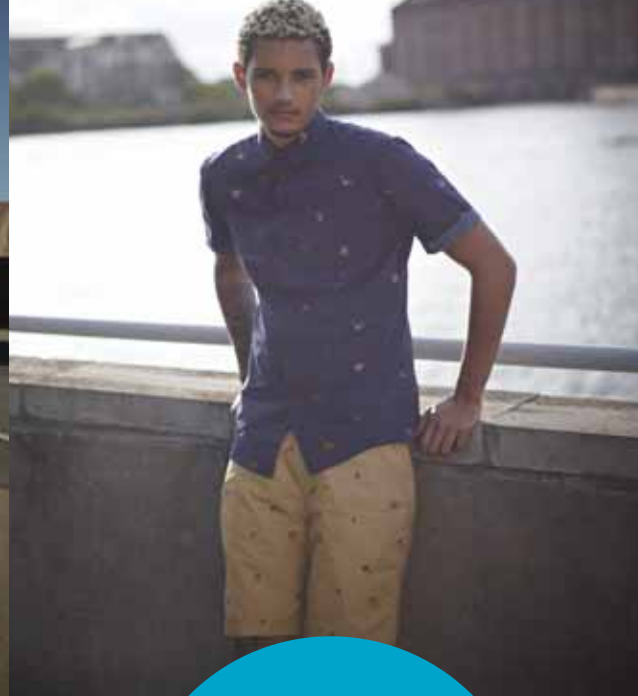


- Distribution in over 1,250+ doors across the U.S., Canada and Europe, 22 directly operated retail stores, 39 licensed stores, and two dedicated e-commerce websites.
- Original Penguin swimwear continues to outperform contemporary brands in the market.
- Rolled out shop-in-shops to 18 doors throughout the UK, including: House Of Fraser, Psyche in Middlesbrough, and Arnotts in Ireland.
- Launched Performance Golf and signed pro golfer John Huh as brand ambassador, 2012 PGA TOUR® Rookie of the Year.
- Launched watches and men's hosiery in fall 2012, promising extensions to our large licensed product offering.
- Original Penguin 'Plugged In' music platform launched worldwide to engage consumers.
- Created 'Below the Belt' stylist initiative to support the launch of the spring 2013 bottoms program.
- Executed over 80 retail charity, theme and anniversary events which built community and created unique consumer experiences, including the successful *Filter Magazine Summer Sessions* music series.



JOHN HUH
2012 PGA TOUR
ROOKIE OF
THE YEAR





FARAH[®] BORN IN THE U.S., RAISED IN BRITAIN.

The Farah brand was born in 1920 America, but in the 1970s it reached the UK cult status it holds today. An immediate hit with the youth of Britain: slim cut, sharply tailored and featuring stain-resistant technology, the trouser was unlike anything at the time. It became a must-have label amongst fashion savvy hipsters in the 80s and today the famous Farah “F-Tab” still holds its heritage as men throughout the world rediscover the distinct look for themselves.

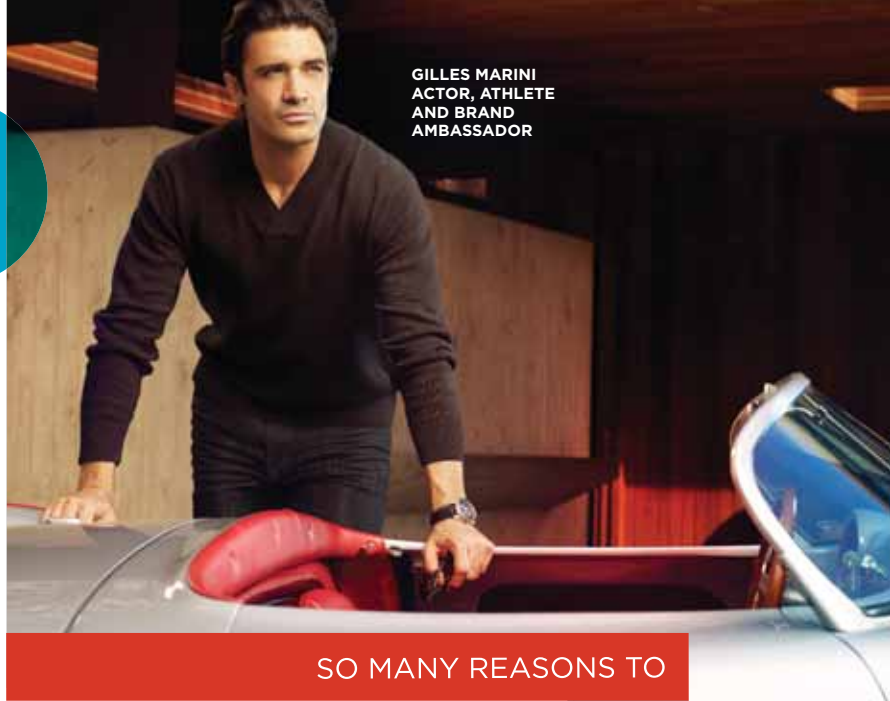
- Distribution in over 1,450 doors across the U.S., Canada and Europe.
- 2nd year nominated as Drapers Menswear Brand of the Year (won in 2011).
- Launched interactive ‘Citizens of Farah’ campaign featuring real brand enthusiasts.
- Launched Shopfit program, rolling out across several stores, such as: House of Fraser, Debenhams, Citadium, and Peek & Cloppenburg.
- Double-digit revenue growth for the last three years (Farah Vintage and Farah 1920).
- Tripled the amount of editorial press credits this year over last.



AXIST™
SO MANY REASONS TO AXIST.

AXIST is an updated men's sportswear brand built on style, not fashion. A modern aesthetic with an up-to-date edge, the brand is perfect for any occasion and all physiques. Performance features are key, giving men the uncomplicated ability to look great, whether in casual or career wear. Poised, self-assured confidence with effortless style, there are so many reasons to AXIST.

- Distribution in over 1,100 doors.
- Launched "So Many Reasons to AXIST" campaign featuring Gilles Marini, actor and athlete, as brand ambassador.
- Received Miami Gold ADDY® award for 2012 ad campaign.
- National TV editorial coverage on *E! News* and *Access Hollywood*.



GILLES MARINI
ACTOR, ATHLETE
AND BRAND
AMBASSADOR

SO MANY REASONS TO

AXIST®





SAVANE® FIT TO ACHIEVE. IN AND OUT OF OFFICE.

Although guys still need to dress for success, the office is more casual than ever, opening up a huge range of options for workplace-appropriate menswear. From clean khakis to no iron grab-and-go dress pants and shirts, get ready to roll up your sleeves and get down to business with Savane apparel. Savane styles work both in and out of office, allowing men to transition easily from desk till dawn.

- Distribution in over 1,400 doors.
- Market leader in dress pant category and doubled seasonal shorts business.
- Launch of SORBTEK® feature in dress pants, providing permanent moisture management through our proprietary 'Catch, Move, Release' technology.
- Launch of Savanne Eco-Start® apparel, made using recycled fibers. Soon adding shorts, sweaters and shirts.

SAVANE®

JOHN HENRY® MODERN LIFESTYLE.

Reinventing a heritage brand for today's consumer and representing great taste and European influence since its inception, John Henry apparel is inspired by the architecture and energy of a modern lifestyle. It fuses style and color in timeless designs that appeal to today's multicultural consumer.

- Distribution in 1,100 doors.
- New rebranded modern logo and trim package to be launched this year, as well as increased fall in-store signage.
- John Henry is one of the leading dress shirt brands in Mexico.
- Expanded distribution and product categories.

JH®
JOHN HENRY





Callaway®



Ben Hogan®

GRAND SLAM®

GOLF

Our portfolio of golf lifestyle brands is built to engage the passions of a wide variety of golfers around the world, including aspirational golf fans. Today our products are carried in over 12,000 doors and our golf business grew by over 30% for the Fiscal Year.

We drove growth by focusing on innovative products in our assortment for each brand, developing additional categories, expanding our geographic reach, extending our licensing agreements, and acquiring strategic brands.

To further authenticate our brands, this year we have eleven professional golfers as brand ambassadors who will wear our respective apparel lines exclusively as they compete in PGA TOUR® tournaments.

Spring 2013 also marked our launch in PGA TOUR® ladies golf and we will continue to focus on capturing market share for all our golf brands across all channels of distribution.

Here's to a hole in one for Fiscal Year 2014!





TREVOR
IMMELMAN
2008 MASTERS
WINNER AND
PGA TOUR®
PROFESSIONAL



CALLAWAY®

TRUE GOLF AUTHENTICITY AND INNOVATION.

Callaway golf apparel is the ultimate combination of golf authenticity and classic style. Always innovative, always an outperformer, Callaway apparel is as important to golfers as the equipment they use. Quality, performance, functionality and fit - Callaway golf apparel is designed for those who love the game of golf. Callaway golf apparel represents where the game has been and where the game is going.



- Distribution in over 4,500 doors.
- PGA TOUR® player Trevor Immelman and LPGA player Sandra Gal represent Callaway Men's and Women's as brand ambassadors. The dynamic duo also modeled Callaway® apparel in catalogs and ads.
- Introduced Callaway Weather Series, constructed from the most high-tech materials, allowing die-hard golfers to extend their season without sacrificing their swing.
- Created a high-gauge compression shirt for enhanced circulation and multi-season comfort.
- Extended licensing agreement to take on all major distribution channels, including: national accounts, golf clubs and tournaments as well as adding Latin America to our U.S., Canada and Mexico distribution zones.



SANDRA
GAL
LPGA
PROFESSIONAL

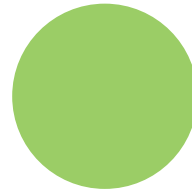
PGA TOUR® APPAREL

ARE YOU TOUR MATERIAL?

The PGA TOUR is synonymous with high performance and a commitment to excellence – qualities that have been incorporated into the pro styling of PGA TOUR Apparel. The line offers superior quality, performance and comfort for golfers and non-golfers alike. PGA TOUR Apparel performs like a champion while remaining a leader in fashion innovation.



JASON DUFNER
PGA TOUR®
PROFESSIONAL





WES SHORT JR.
PGA TOUR®
PROFESSIONAL

- Distribution in over 5,000 doors.
- Announced a team of player ambassadors: Jason Dufner, Kevin Na, Robert Streb, Darron Stiles, Jeff Maggert and Wes Short Jr. All will wear PGA TOUR® apparel exclusively on tour.
- Extended licensing agreement into international territory, following the PGA TOUR's announced tournament expansion across Canada (PGA TOUR Canada) and Latin America (PGA TOUR Latinoamérica).



DARRON
STILES
PGA TOUR®
PROFESSIONAL



ROBERT STREB
PGA TOUR®
PROFESSIONAL



D.A. POINTS
2013 SHELL
HOUSTON
OPEN WINNER
AND PGA TOUR
PROFESSIONAL



GRAND SLAM®

GRAND SLAM® ON COURSE. OFF COURSE. CHANGE COURSE.

Munsingwear® introduced the world famous Grand Slam knit shirt in 1951 with patented underarm gussets, which allowed for a full and even swing. In 1954, an iconic logo was added to the left chest area – a groundbreaking design element for an American manufacturer – creating a classic. Entering into a new century, the Grand Slam brand was given a complete face lift. Golf had become a sport representing an entire lifestyle, not just a couple of hours on the course. The tagline “On Course. Off Course. Change Course.” was developed to characterize this attitude and the “Ball in Motion” icon was introduced to represent the forward movement of the brand. The future of Grand Slam apparel is today.

- Distribution in over 1,100 doors.
- D.A. Points as brand ambassador, a player with multiple wins, a huge fan following, and impressive social media influence.
- In-store visuals relay the brand message to the consumer at the point-of-sale and are reinforced by collaboration with retailers for direct-to-consumer messaging.



MARC
LEISHMAN
2009 PGA TOUR
ROOKIE OF
THE YEAR AND
PROFESSIONAL
GOLFER

Ben Hogan



BEN HOGAN' UNCOMPROMISED PERFECTION.

Ben Hogan, winner of 68 professional events and holder of nine major championship titles, once said: "The most important shot in golf is the next one." That couldn't ring truer than in the golf apparel business. Ben Hogan is the newest, innovative brand to join the PEI roster. The line is styled, designed and infused with the top-notch performance the legendary pro golfer once demanded. Ben Hogan prided himself on the idea that "there are no shortcuts in the quest for perfection." This has become the mantra of the brand that carries his name. The Ben Hogan collection is reflective of the legend himself - exceptional sense of style with a passion for excellence.



- Distribution in over 2,200 doors in the U.S.
- Signed professional golfer 2009 PGA TOUR® Rookie of the Year Marc Leishman as brand ambassador.
- Significant licensing opportunities in a multitude of golf lifestyle product categories, including: hard goods, balls, gloves, accessories and more.
- Adding to the premium authenticity of Ben Hogan apparel, consumers can also enjoy the Ben Hogan wine collection. Nothing represents the elite lifestyle enjoyed by first-class golfers around the world quite like this collector's series. Winner of multiple awards, much like Ben Hogan himself.



CUBAVERA®

HAVANERA^{CO}®

CHISPA^{FL}®

solero®

LATIN

Hispanics represent one of the nation's largest ethnic minorities at more than 50 million people, whose buying power is projected to reach \$1.2 trillion.

Perry Ellis International has a business dedicated to the Hispanic consumer where we not only offer product and bi-lingual marketing that resonates, but we make distinctions among first generation, acculturated and non-acculturated Hispanics.

As our retail partners aggressively court the Hispanic customer with specific apparel collections, our Latin-inspired brands will continue to add synergy to the ever-changing American landscape and reflect the needs and preferences of local tastes.







CUBAVERA®

CUBAVERA® LIVE THE GOOD LIFE.

Cubavera apparel infuses Latin flavor with a metropolitan twist. Always true to its culture, modern interpretations of classic Latin designs continue to be the brand's foundation and inspiration. Founded and marketed by Hispanics, no other brand knows this growing target demographic better or more authentically. The Cubavera brand takes inspiration from its deep cultural roots to create apparel that attracts customers from a large cross-section of backgrounds and interests, regardless of ethnic origin.

- Distribution in over 350 doors, two direct retail stores and a dedicated e-commerce website.
- International growth and new free-standing stores in Panama and El Salvador.
- Heritage collection was shot in the Colombian villages of La Candelaria and Villa De Leyva, adding their rich history and vibrant color as background to complement this season's assortment.
- Expanded product categories, including: knitwear, eyewear, denim and swim.
- Licensed in multiple regions including Mexico, Central America and the Caribbean Islands.



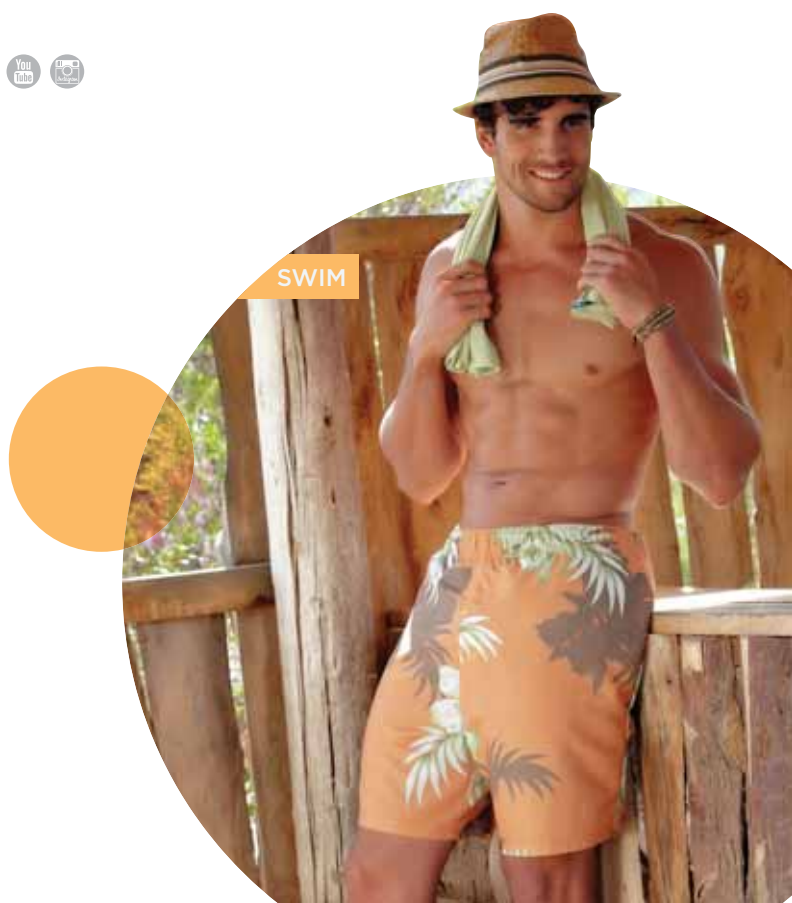
WEDDING



BIG AND TALL



CASUAL



SWIM







laundry®
BY SHELLI SEGAL

rafaella®



WOMEN'S

Fashion should be as glamorous, as chic and as adaptable as the women who wear it. Whether working moms or carefree millennials, Perry Ellis International knows how to cater to women of all ages and interests. Understanding her wants and her needs; joining her on her journey and appreciating all of life's milestones.

From the couture collection of the Laundry by Shelli Segal® brand to the casual comfort of C&C California® apparel to the effortless versatility of Rafaella® sportswear, PEI embraces these diverse lifestyles and speaks the language of its core consumers – not just in each brand's marketing and communications but in the designs themselves.

laundry®
BY SHELLI SEGAL



LAUNDRY BY SHELLI SEGAL® L.A. GIRL.

From red carpet to runway, the Laundry by Shelli Segal collection is a reflection of the “Los Angeles Girl” - feminine and chic, infused with an energetic and free-spirited attitude and design sensibility. Boldly creating runway trends for women since 1988, the Laundry by Shelli Segal brand has revolutionized how the contemporary woman dresses by offering her key fashion pieces on the floors of the most prestigious U.S. and international retailers and specialty boutiques. The collection is famous for vibrant colors, signature prints and innovative embellishments, interpreting the latest trends with a Laundry point-of-view. A favorite of A-List celebrities, fashionistas, bloggers and editors, the label is frequently featured in top magazines, including: *Elle*, *InStyle*, *Lucky*, *People StyleWatch* and *Marie Claire*.

- A leading brand in the women's contemporary dress world, in over 490 better department and specialty store doors.
- Brand has grown over 200% in revenue since its acquisition in Fiscal Year 2009.
- Leader in creating original embellishments, exclusive prints and patterns, and innovative fabrics.
- Eight current licensing partners across multiple product categories, including: Outwear, Girls' Dresses, Bedding, Sleepwear, Hats, Scarves, Gloves and a new Fragrance line which launched spring 2013.
- Sportswear collection in development for spring 2014 launch.
- Next Up: First Laundry by Shelli Segal store in Beijing to open May 2013.



You'll Love
the Way It
FITS

rafaella®

KAROL ROSA
RAFAELLA BRAND
AMBASSADOR AND
SPOKESMODEL FOR
SABADO GIGANTE

RAFAELLA® IT FITS!

Rafaella apparel leads with fashion, delivers on fit, and delights with value. One of the first pioneers to introduce fit options in dress pants, fit has become an integral part of the Rafaella brand story. We focus on understanding our consumers' unique needs. She is a confident, passionate woman who knows who she is and what she wants. The Rafaella brand recognizes the challenges women face in their daily lives, so we make it easy for her to shop and create looks that fit her shape and reflect her style. Our design innovation comes in the form of solution dressing.

- Distribution in over 2,100 doors.
- Launched new "It Fits!" campaign and redefined brand identity and fit communications.
- Embarked on Hispanic initiative featuring celebrity spokesperson Karol Rosa, spokesmodel for the acclaimed Univision variety show *Sabado Gigante*.
- Increase in editorial coverage, including: *People StyleWatch*, *O The Oprah Magazine*, *InStyle*, *More Magazine* and *Redbook*.
- Rafaella Dress and Rafaella Sportswear launch in development.





**C&C CALIFORNIA®
SOUTHERN CALIFORNIA
LIFESTYLE.**

C&C California apparel is one of the original creators of the perfect vintage-inspired tee offered in buttery soft cotton in a rainbow of colors. The label now also offers a complete collection of woven tops and bottoms, leggings, dresses and luxe cashmere sweaters. The C&C California brand created the perfect separates for layering, which resulted in a trend that made the ultra-chic label an overnight favorite with savvy shoppers, celebrities and fashionistas. The effortless look and feel of the C&C California collection continues to be the choice for the iconic Southern California lifestyle – sophisticated and chic in an effortless, casual way.

- Distribution in more than 315 doors across better department stores, specialty boutiques and a dedicated direct-to-consumer website.
- Launching C&C California designed by Stephanie™ capsule collection for fall 2013, a chic new contemporary leggings assortment.
- C&C Active Performance Wear assortment to launch May 2013.
- Expanded consistent loyal following with celebrities, bloggers and editors through the launch of successful co-branded promotions with *Malibu Beach House*, *Lucky Magazine* and *Teen Vogue*.



SWIM

First we got the Swoosh, then we made a splash. This year Nike® Swim, the anchor of our swim business, drove strong sales in apparel and accessories. We have continued to innovate and pioneered new products such the first softseal gasket goggle designed for the female face, and the Nike Flex LT suit made of one piece of bonded fabric. Not just novelties, these products have become core must-haves for truly competitive swimmers. Technical innovation remains our focus for brand differentiation as we develop our Fiscal Year 2014 Nike Swim portfolio.

Jantzen®, the iconic brand with over a century of name recognition, is just the tip of the iceberg for Perry Ellis International's impressive fashion swim portfolio. Jag®, a licensed brand, offers unique looks with functional fits for active beachgoers, while glamorous new collections for brands like Laundry by Shelli Segal® continue to gain momentum at retailers and contribute to the brand's total lifestyle image.

2014 will also mark our direct entry into Mexico for our fashion swim business with strong placement at top retailers. Increased international expansion and margin enhancement is our key focus going forward with a goal to swim laps around the competition.



JANTZEN®

Jag®



NIKE® SWIM EVEN NATURE'S LAWS WERE MEANT TO BE BROKEN.

You don't have to be a scientist to know the competitive advantage of the product revolutions introduced by the Nike Swim brand. From elite competition suits, like the Nike Flex LT, to the Nike softseal gasket used in goggles developed specifically for the female face, to Nike NX, a durable, colorfast fabric that retains its shape and vibrancy even in harsh, chlorinated water - no matter how tough the competition, Nike Swim apparel is even tougher.

A proven leader with team sponsorships across all levels of competitive swimming, including high school, club-level, collegiate and U.S. Masters, Nike Swim apparel is redefining innovation in and around the water.

- Distribution in over 6,500 department store and sporting good doors across the U.S., Canada and Mexico.
- Launched the Nike FLEX LT, an innovative elite competition suit made from one streamlined piece of bonded fabric, helping destroy drag and allowing swimmers to slice through the water.
- Introduced two new goggles specifically for women featuring the Nike softseal gasket, engineered to protect the sensitive skin around the eyes.
- Innovative, durable fabrications such as the rigorously tested Nike NX fabric for competition swim, and Recycled Polyester to minimize environmental impact in active swim.
- Misty May-Treanor won her third consecutive gold medal in Beach Volleyball wearing Nike Swim at the 2012 Olympic Games in London.



MISTY
MAY-TREANOR
THREE-TIME
OLYMPIC
GOLD
MEDALIST







JANTZEN®

JANTZEN® SWIMMING IN IT.

For over a century, the Jantzen brand has been a leader in swimwear fashion. Always glamorous, always feminine, always fit conscious - Jantzen swimwear has always been ahead of the times. Worn by Hollywood starlets and supermodels, from the bombshells of yesteryear to today's glamour girls, the Jantzen brand is always synonymous with style. An icon in every decade, it was the brand that invented the "swimming suit," changing the entire industry and paving the way for the modernizations we enjoy around the world today. It was a game changer then and continues to be time and time again.

- Distribution in over 2,250 department store, better specialty and sporting good doors across the U.S., Canada and Mexico.
- Re-partnered with Invista to include Lycra® Beauty with Xtra Life Lycra® fabric into product.
- Internationally licensed in Australia, Canada, the Caribbean, South Korea and Thailand.
- More than 2 million editorial impressions in major magazines.
- Hosted 'Fabulous at Every Age' in-store events with *Harper's Bazaar* at Dillard's.
- Created special-edition peplum maillot swimsuit for Hearst Castle Preservation Foundation.
- Licensed for women's accessories and girls' swimwear.





**JAG® FIT AND
FUNCTIONAL
ACTIVE-INSPIRED
FASHION.**

Never be afraid to wiggle your toes in the sand, or bury the rest of your body in it. Take a walk along the beach or jog on it. Whether hitting the waves or pounding the pavement, women are more than weekend warriors, they're everyday heroes. Mothers, sisters, daughters, friends - go forth and conquer everything life has to offer, knowing you have the support system in place to handle the action. Jag swimwear offers fit and functional, active-inspired fashion.

- **Distribution in over 1,050 department store and sporting good doors across the U.S., Canada and Mexico.**



Jag®



LOS CERRITOS, CA



EL SALVADOR

RETAIL STORES

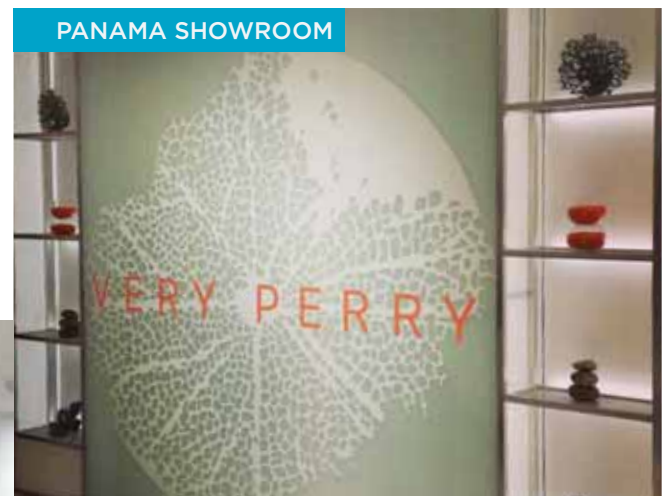
- Rolled out mobile point of sale (POS) systems.
- Created valuable online customer service surveys.
- Installed mall traffic analysis technologies.
- Completed 12th consecutive quarter of comp store sales increases.
- Planned launch of cross-channel consumer loyalty program, Supreme Perks.™

PERRY ELLIS®

43 U.S. Stores

18 Licensing Partnerships: Chile (7), Colombia (4), Panama (3), Aruba (1), El Salvador (1), Mexico (1), Venezuela (1)

PANAMA SHOWROOM



CHILE



VENEZUELA





ARGENTINA



TURKEY



PHILIPPINES

ORIGINAL PENGUIN®

18 U.S. stores | 4 UK stores

39 Licensing Partnerships: Argentina (17), Philippines (15), Brazil (3), Turkey (2), Canada (1), Mexico (1)

“Our retail business model is centered on maximizing the power of our Perry Ellis® and Original Penguin® brands, with strong and loyal followings. We will open new retail locations in a careful and thoughtful manner as we intend to drive positive comparable sales and improve profitability.”

- GEORGE FELDENKREIS, CHAIRMAN AND CEO



UNITED KINGDOM



MIAMI, FL

CUBAVERA®

2 U.S. Stores

1 Licensing Partnership:
Venezuela (1)

GREATER CHINA EXPANSION:

LAUNDRY BY SHELLI SEGAL®: Beijing, May 2013 launch

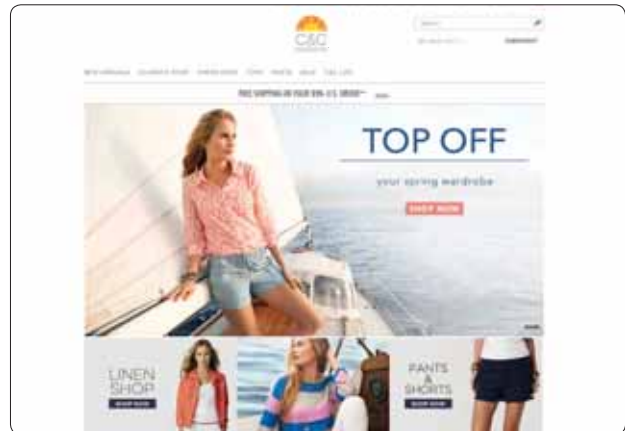
MANHATTAN®: Two stores opening in fall 2013



BEIJING

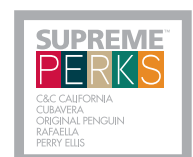
ORBITING OUR DIGITAL UNIVERSE

Whether investing in our own e-commerce brands, retailer partner websites, mobile applications or utilizing social media trends, Perry Ellis International is focused on digital innovation. From enhancing the shopping experience of our five direct-to-consumer sites to launching international shipping solutions, planning a multi-brand loyalty program to creating in-store mobile shopping platforms, the future is now.



E-COMMERCE

- Launching Supreme Perks™, a multi-brand loyalty rewards program for Perry Ellis®, Original Penguin®, Cubavera®, Rafaella® and C&C California® online and in-store customers.
- Launched international shipping solution for all sites.
- Redesigned PerryEllis.com and OriginalPenguin.com.



Our digital strategy is not only to sell our items, but to consistently deliver the identity and lifestyle of our brands to the consumers who love them. We utilize social media outlets like Facebook, Instagram, Twitter, Pinterest, YouTube, foursquare, popular blogs and more to engage and interact with our fans. Join us!



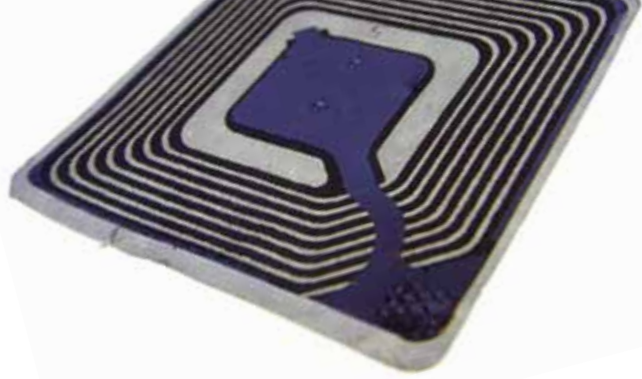
Perry Ellis International is committed to assisting our retail partners with their own digital strategies and have invested in branded landing pages and dedicated teams to grow this area of the business.



No matter where our consumers choose to shop, we aim to engage with fully-branded messaging at every touchpoint.



FISCAL YEAR 2013
WHOLESALE TOTAL
E-COMM BUSINESS
GREW 30% OVER
THE PAST YEAR.



A YEAR IN

INNOV.

MERCHANDISING AND DESIGN



NIKE® SWIM *First Goggle Gasket*

Designed for Female Face. This past year Nike Swim introduced two new goggles specifically for women. Using a revolutionary softseal gasket (non-toxic and hypo allergenic EVA foam used in the cosmetic industry), these goggles provide a soft, watertight seal that won't damage the sensitive skin around the eye.

TAHOE RIVER OUTFITTERS™

The Road of Life is All Terrain.™

Apparel has long been classified by its end use, but we know the road of life is all terrain. The Tahoe River Outfitters brand seamlessly combines form, function and fun into a collection of multi-purpose garments. As appropriate in town as it is on the trail, weekday errands to weekends at the waterpark, Tahoe River Outfitters apparel is easy to wear wherever your life leads. Form: dedicated pockets for storage and security. Function: easy-access zippers, sun protection, no fade color, mesh interiors for cool comfort and drainage. Fun: bright colors, lightweight fabrics, faster drying for comfort no matter where life takes you. Get Wet, Get Muddy, Get Seen.™

CALLAWAY® WEATHER SERIES

Extend Your Season.

There's one thing humanity has tried to control but, until now, has been unable - the weather. However, thanks to innovative new fabrics and temperature-taming technologies, Callaway golf apparel has it covered. Designed to withstand the rigors of competition in the game's most challenging climatic environments with products offering extraordinary protection and comfort. The all-new Callaway Weather Series apparel line was constructed from the most modern materials, allowing die-hard golfers to get more rounds in during winter.



SHIPPING AND LOGISTICS

RFID *Intelligent Barcodes.*

Radio Frequency Identification. It's the inventory management system of the future and Perry Ellis International is deploying the technology across many brands and retailers. Instead of the old UPC scanning system,

which took days or even weeks to inventory, RFID utilizes mini antennas that transmit information, with each garment possessing its own unique tracking number. This way, retailers can quickly and efficiently restock items on the floor and replenish

product in their warehouses. But the benefits don't end there - RFID can also be used to check the contents of incoming and outgoing shipments to ensure accuracy and immediately correct shortages.

ATION

MARKETING

AXIST®

So Many Reasons to AXIST.

2012 marked the official launch of a fully integrated, national marketing campaign for the AXIST brand, starring Gilles Marini, actor, athlete and family man. Taking an Omni-channel approach with innovative and interactive new ideas for connecting with customers, the campaign was honored with a Gold ADDY® Award by the Miami American Advertising Federation, an enormous industry honor.

**GILLES MARINI
ACTOR, ATHLETE
AND AXIST BRAND
AMBASSADOR**



RAFAELLA®

Cinemagraphs for Cinema Style.

This season, Rafaella apparel jumped on board an innovative new trend in photography. Utilizing animated GIF images, brand fans enjoyed seeing their favorite style stills in a brand new way - with motion! Featured in digital ads, via social media and on the RafaellaSportswear.com e-commerce site - a wink here, a flutter of fabric there - these artistic images brought a beautiful new element to our latest looks.

CORPORATE SOCIAL

RESPONS

SUSTAINABILITY



SAVANE® ECO-START™

Look Good. Feel Good. Do Good.

The Savane brand has always been a leader in innovation, comfort and performance sportswear, and our newest Eco-Start line aims to reduce our environmental impact by using recycled polyester fibers. Recycled bottles are used to partially produce the fibers in Savane Eco-Start products. One pair of pants contains up to six recycled bottles. One shirt, up to three recycled bottles.

Join our journey. Because when you wear our shirts, or walk a mile in our pants, we want to help reduce the carbon footprint we all leave behind. Visit: Savane.com/EcoStart.

ECO INDEX

Scoring on our Score.

Sustainability is an important initiative for many of our retailers, including one of our major retail partners who challenged companies like ours to reach a score of 70 on their quarterly survey by 2013. We were thrilled to learn we not only met but surpassed that goal on the third and fourth quarterly surveys for 2012. In the survey, based on Greenhouse Gas emission calculations and other initiatives, we were able to improve our score from 69 (Q2) to 86 (Q4). Score!



PAPERLESS INITIATIVE

Less Waste, More Savings.

Many of our departments, such as Imports, Credit and Collections, Accounting, Invoices and Social Compliance, have worked to make their systems not only more efficient but also more eco-friendly. They've reduced their use of paper significantly, resulting in increased savings for our company and our planet.



GO GREEN AWARD

100% Recycled Packaging.

Perry Ellis International received a sustainability award from Pratt Industries for our commitment to the environment by using 100% recycled packaging at our Tampa and Seneca shipping locations. We also worked with Pratt for more efficient pick-up and delivery, reducing empty freight and allowing the company to pay us 100% of the OCC (old corrugated container) paper rates with no pick up fees. Makes sense and cents!



SOCIAL COMPLIANCE

EXCEEDING STANDARDS *Supply and demand more.* We manufacture our products through a network of approximately 130 independent suppliers around the globe that meet our rigorous quality and compliance standards. With 10 dedicated sourcing offices and quality control centers to oversee production, we consistently monitor and evaluate to ensure compliance with the PEI Vendor Code of Conduct and Local Labor Laws. Training and education are an integral part of our program, employing internal monitors who provide suppliers with the tools to improve their facilities, working conditions and remediation efforts. It's not just about best practices, its about best results.

IBILITY

OUTREACH

COMMUNITY ACTION COMMITTEE

The drive to help is baked into our corporate culture. We not only take pride in what we do, but also in the communities in which we operate. By leveraging the influential strength, contacts and people-power of our company and its affiliates, we consistently seek new ways to give back. Through volunteer efforts and other philanthropic initiatives, our worldwide network of associates helps to raise money, materials and awareness for a wide variety of causes.



HABITAT FOR HUMANITY 'BLITZ BUILD'
VOLUNTEER ASSOCIATES



HURRICANE SANDY RELIEF EFFORT

You Give, We Match. Being the start of what would be a long, cold winter for Hurricane Sandy victims, we immediately partnered with the Port Logistics Group on a match-donation drive for consumers and associates. For every warm clothing item

received, the company donated new Perry Ellis® outerwear. In total, the initiative donated over 5,200 new and used pieces to people affected by this terrible storm. All were delivered in time for Thanksgiving.



MIAMI HEADQUARTERS



NEW UK HEADQUARTERS

DOMESTIC OFFICES:

Commerce, CA
 Frisco, TX
 Menomonee Falls, WI
 Miami, FL (2)*†
 New York, NY (4)
 Portland, OR
 Seneca, SC*
 Tampa, FL*

* Distribution Center
 † Corporate Office

INTERNATIONAL OFFICES:

Beijing
 Dhaka
 Dublin
 Guangzhou
 Hangzhou
 Ho Chi Minh City
 Hong Kong
 Jakarta
 London†
 Mexico City
 Shanghai
 Taipei
 Toronto
 Witham (UK)*



HONG KONG HEADQUARTERS

FINANCIAL HIGHLIGHTS

FISCAL YEAR IN THOUSANDS, EXCEPT PER SHARE DATA	2013	2012	2011	2010	2009
INCOME STATEMENT DATA:					
TOTAL REVENUES	\$969,553	\$980,592	\$790,288	\$754,202	\$851,297
GROSS PROFIT	317,201	323,742	282,459	249,098	278,251
OPERATING INCOME	36,345	55,385	49,838	34,863	4,328
EBITDA, AS ADJUSTED*	61,397	75,124	64,668	48,742	45,558
NET INCOME (LOSS) ATTRIBUTABLE TO PEI	14,801	25,517	24,112	13,167	(12,890)
NET INCOME ATTRIBUTABLE TO PEI, AS ADJUSTED**	22,226	30,886	26,957	13,649	9,632
NET INCOME (LOSS) ATTRIBUTABLE TO PEI, PER SHARE, DILUTED	0.97	1.60	1.70	1.01	(0.89)
NET INCOME ATTRIBUTABLE TO PEI INC., PER SHARE, DILUTED, AS ADJUSTED**	1.45	1.94	1.88	1.05	0.65
WEIGHTED AVERAGE NUMBER OF DILUTED SHARES OUTSTANDING	15,315	15,950	14,149	13,005	14,416
BALANCE SHEET DATA:					
TOTAL ASSETS	763,129	724,195	686,033	561,316	599,586
TOTAL SHAREHOLDERS' EQUITY	\$371,240	\$366,495	\$302,940	\$270,116	\$252,101

* See Reconciliation of net income to Perry Ellis International, Inc. ("PEI") to EBITDA, as adjusted on following page.

** See Reconciliation of net income attributable to PEI to net income attributable to PEI as adjusted and net income attributable to PEI per share, diluted to net income attributable to PEI, per share, diluted as adjusted on following page.

TOTAL REVENUE (IN THOUSANDS OF DOLLARS)

FY2013	\$969,553
FY2012	\$980,592
FY2011	\$790,288
FY2010	\$754,202
FY2009	\$851,297

EBITDA ADJUSTED* (IN THOUSANDS OF DOLLARS)

FY2013	\$61,397
FY2012	\$75,124
FY2011	\$64,668
FY2010	\$48,742
FY2009	\$45,558

NET INCOME ATTRIBUTABLE TO PEI, INC, PER SHARE, DILUTED, AS ADJUSTED**

FY2013	\$1.45
FY2012	\$1.94
FY2011	\$1.88
FY2010	\$1.05
FY2009	\$0.65

PERRY ELLIS INTERNATIONAL, INC. AND SUBSIDIARIES RECONCILIATION OF NET INCOME (LOSS) ATTRIBUTABLE TO PEI TO ADJUSTED EBITDA⁽¹⁾ (UNAUDITED) (AMOUNTS IN 000'S)

FISCAL YEAR	2013	2012	2011	2010	2009
NET INCOME (LOSS) ATTRIBUTABLE TO PEI	\$14,801	\$25,517	\$24,112	\$13,167	\$(12,890)
PLUS:					
DEPRECIATION AND AMORTIZATION	13,896	13,673	12,211	13,625	14,784
INTEREST EXPENSE	14,836	16,103	13,203	17,371	17,491
COSTS ON EARLY EXTINGUISHMENT OF DEBT	-	1,306	730	357	-
NET INCOME ATTRIBUTABLE TO NONCONTROLLING INTEREST	-	-	400	353	612
INCOME TAX PROVISION (BENEFIT)	6,708	12,459	11,393	3,615	(3,682)
EBITDA ¹	50,241	69,058	62,049	48,488	16,315
IMPAIRMENT ON LONG-LIVED ASSETS	3,516	6,066	392	254	22,299
COSTS ON EXITED BRANDS	2,676	-	-	-	-
COSTS OF STREAMLINING AND CONSOLIDATION OF OPERATIONS, AND OTHER STRATEGIC INITIATIVES	2,954	-	-	-	4,147
COSTS OF VOLUNTARY RETIREMENT	2,420	-	-	-	-
GAIN ON ASSET SALES	(410)	-	-	-	-
ACQUISITION COSTS - RAFAELLA	-	-	2,227	-	-
IMPAIRMENT ON MARKETABLE SECURITIES	-	-	-	-	2,797
EBITDA, AS ADJUSTED ⁽²⁾	\$61,397	\$75,124	\$64,668	\$48,742	\$45,558

(1) "EBITDA" consist of earnings before interest, taxes, depreciation, amortization, cost on early extinguishment of debt and noncontrolling interest. EBITDA is not a measurement of financial performance under accounting principles generally accepted in the United States of America, and does not represent cash flow from operations. EBITDA is presented solely as a supplemental disclosure because management believes that it is a common measure of operating performance in the apparel industry.

(2) "EBITDA, as adjusted" consist of EBITDA adjusted for the impact impairment on long-lived assets, costs on exited brands, costs of streamlining and consolidation of operations, and other strategic initiatives, as well as, costs associated with voluntary retirements, impairment on marketable securities, acquisition costs - Rafaella, and the gain on sale of assets. EBITDA as adjusted is not a measurement of financial performance under accounting principles generally accepted in the United States of America, and does not represent cash flow from operations. EBITDA, as adjusted is presented solely as a supplemental disclosure because management believes that it is a common measure of operating performance in the apparel industry. In addition, we present EBITDA, as adjusted because we believe it assists investors and analysts in comparing our performance across periods on a consistent basis by excluding items that we do not believe are indicators of our core operating performance.

While Fiscal 2013 was a year of transformation, we expect Fiscal 2014 will be a year of revenue and margin growth. We are enhancing our profit formula so that we can reward stockholders with significant financial performance over the long term. Key to our success has been our focus on core growth drivers, which consist of building lifestyle brands, international expansion and serving our consumers directly.

RECONCILIATION OF NET INCOME (LOSS) ATTRIBUTABLE TO PEI TO NET INCOME ATTRIBUTABLE TO PEI AS ADJUSTED AND NET INCOME (LOSS) ATTRIBUTABLE TO PEI, PER SHARE, DILUTED TO NET INCOME ATTRIBUTABLE TO PEI, PER SHARE, DILUTED AS ADJUSTED⁽¹⁾ (AMOUNTS IN 000'S, EXCEPT PER SHARE DATA)

FISCAL YEAR	2013 ⁽²⁾	2012 ⁽³⁾	2011 ⁽⁴⁾	2010 ⁽⁵⁾	2009 ⁽⁶⁾
NET INCOME (LOSS) ATTRIBUTABLE TO PEI	\$14,801	\$25,517	\$24,112	\$13,167	\$(12,890)
PLUS:					
IMPAIRMENT ON LONG-LIVED ASSETS	3,516	6,066	392	254	22,299
COSTS ON EXITED BRANDS	2,676	-	-	-	-
COSTS OF STREAMLINING AND CONSOLIDATION OF OPERATIONS, AND OTHER STRATEGIC INITIATIVES	3,341	-	-	-	4,147
COSTS OF VOLUNTARY RETIREMENT	2,420	-	-	-	-
COSTS ON EARLY EXTINGUISHMENT OF DEBT	-	1,306	730	357	-
DUPLICATE INTEREST FROM MARCH 8 TO APRIL 6, 2011	-	745	-	-	-
ACQUISITION COSTS - RAFAELLA	-	-	2,227	-	-
IMPAIRMENT ON MARKETABLE SECURITIES	-	-	-	-	2,797
LESS:					
GAIN ON ASSET SALES	(410)	-	-	-	-
TAX BENEFIT	(4,118)	(2,748)	(504)	(129)	(6,721)
NET INCOME ATTRIBUTABLE TO PEI, AS ADJUSTED	\$22,226	\$30,886	\$26,957	\$13,649	\$9,632
NET INCOME (LOSS) ATTRIBUTABLE TO PEI, PER SHARE, DILUTED	0.97	1.60	1.70	1.01	(0.89)
PLUS PER SHARE, NET:					
IMPAIRMENT ON LONG-LIVED ASSETS	0.16	0.26	0.02	0.02	1.17
COSTS ON EXITED BRANDS	0.11	-	-	-	-
COSTS OF STREAMLINING AND CONSOLIDATION OF OPERATIONS, AND OTHER STRATEGIC INITIATIVES	0.13	-	-	-	0.22
COSTS OF VOLUNTARY RETIREMENT	0.10	-	-	-	-
COSTS ON EARLY EXTINGUISHMENT OF DEBT	-	0.05	0.03	0.02	-
DUPLICATE INTEREST FROM MARCH 8 TO APRIL 6, 2011	-	0.03	-	-	-
ACQUISITION COSTS - RAFAELLA	-	-	0.13	-	-
IMPAIRMENT ON MARKETABLE SECURITIES	-	-	-	-	0.15
GAIN ON ASSET SALES	(0.02)	-	-	-	-
NET INCOME ATTRIBUTABLE TO PEI, PER SHARE, DILUTED AS ADJUSTED	\$1.45	\$1.94	\$1.88	\$1.05	\$0.65

(1) Neither net income attributable to PEI as adjusted, nor net income attributable to PEI, per share, diluted as adjusted, is a measurement of financial performance under accounting principles generally accepted in the United States of America. Accordingly, you should not regard these figures as alternatives to actual net income (loss) attributable to PEI and/or net income (loss) attributable to PEI per share, diluted. Net income attributable to PEI as adjusted, and net income attributable to PEI, per share, diluted as adjusted, are presented solely as a supplemental disclosure, because management believes it is useful to compare the company's current results across multiple periods.

(2) Net income attributable to PEI as adjusted, and net income attributable to PEI, per share, diluted as adjusted, for the year ended February 2, 2013, consist of net income (loss) attributable to PEI and net income (loss) attributable to PEI per share, diluted excluding the effect of approximately \$11.5 million (\$7.4 million, net of taxes) or \$.48 per share net of taxes, respectively, for non-cash impairments on long-lived assets, the costs on exited brands, costs of streamlining and consolidation of operations, and other strategic initiatives, costs of voluntary retirement and gain on asset sales. These costs and gain are not indicative of our core operations and thus to get a more comparable result with the operating performance of the apparel industry, they have been removed, net of taxes, from the calculation.

(3) Net income attributable to PEI as adjusted, and net income attributable to PEI, per share, diluted as adjusted, for the year ended January 28, 2012, consist of net income (loss) attributable to PEI and net income (loss) attributable to PEI per share, diluted excluding the effect of approximately \$8.1 million (\$5.4 million, net of taxes) or \$.34 per share net of taxes, respectively, for non-cash impairments on long-lived assets, costs on early extinguishment of debt and duplicate interest from March 8 to April 6, 2011.

(4) Net income attributable to PEI as adjusted, and net income attributable to PEI, per share, diluted as adjusted, for the year ended January 29, 2011, consist of net income (loss) attributable to PEI and net income (loss) attributable to PEI per share, diluted excluding the effect of approximately \$3.3 million (\$2.8 million, net of taxes) or \$.18 per share net of taxes, respectively, for non-cash impairments on long-lived assets and leasehold improvements, costs on early extinguishment of debt and acquisition costs.

(5) Net income attributable to PEI as adjusted, and net income attributable to PEI, per share, diluted as adjusted, for the year ended January 30, 2010, consist of net income (loss) attributable to PEI and net income (loss) attributable to PEI per share, diluted excluding the effect of approximately \$0.61 million (\$0.48 million, net of taxes) or \$.04 per share net of taxes, respectively for non-cash impairments on long-lived assets and for costs on early extinguishment of debt related to the retirement of \$20.8 million of our senior subordinated notes.

(6) Net income attributable to PEI as adjusted, and net income attributable to PEI, per share, diluted as adjusted, for the year ended January 31, 2009, respectively, consist of net income (loss) attributable to PEI and net income (loss) attributable to PEI per share, diluted excluding the effect of approximately \$29.2 million (\$22.5 million, net of taxes) or \$1.54 per share net of taxes, respectively, for costs of streamlining and consolidation of operations, and other strategic initiatives, and non-cash impairment of marketable securities, long-lived assets and leasehold improvements.

BRANDS-AT.



ANCHORBLUE

The Anchor Blue® brand gets its inspiration from the coast. A laid-back vibe with an edgy attitude, the brand is firmly rooted in the youth culture and celebrates self-expression. Visit: anchorblue.com.

Ben Hogan

Ben Hogan once said: "The most important shot in golf is the next one." That couldn't ring truer than in the golf apparel business. Styled and designed with the top-notch performance the legendary golfer once demanded, the collection includes apparel with extensions into other product categories.

FARAH®

The Farah® brand was born in 1920 America, but it was not until the 1970s in the United Kingdom that it reached the cult status it holds now. Today it is one of the UK's most iconic fashion labels. Visit: farah.co.uk.

solero®

Island flavor with a metropolitan twist. Stylish yet casual, the Solero® line transitions the resort wear lifestyle into stylish everyday apparel. Its tropical attitude and aesthetic is perfect for every event and any occasion.

CUBAVERA®

Cubavera® apparel translates the joy and vibrancy of Latin culture into apparel. A new twist on classic styles, the brand's aesthetic has been created by fusing vintage Latin appeal with modern eclecticism. Sold in major department and direct retail stores as well as on: cubavera.com.

MANHATTAN®

The Manhattan® brand has stood for innovation and quality for over 150 years. Today, it continues to evolve into a diverse metropolitan lifestyle brand. Known for impeccable dress shirts, the line is available at finer department stores throughout Asia and the Americas.



Perry Ellis International is the official apparel licensee of the Callaway® brand. The line provides men and women with state-of-the-art pro apparel that is a cut above the competition. Callaway golf is a registered trademark of Callaway Golf Company. Visit: callaway.com.

**MONDO
DIMARCO®**

Mondo di Marco® apparel represents the essence of its Italian heritage with a modern sportswear approach. The brand is sold internationally at upscale department stores and upper-tier specialty stores.



NATURAL ISSUE®

The Natural Issue® brand has supplied price-conscious men with the higher-end looks they want. The product line is primarily sold within national and regional chains.

laundry®
BY SHELLI SEGAL

Launched in 1988, the collection is a reflection of the "LA Girl." Laundry by Shelli Segal® apparel interprets the latest trends, adding unique styling for a signature look. Sought after by Hollywood A-listers, the brand is available in premium department stores and luxury retailers. Visit: laundrybyshellisegal.com.



*an original
Penguin
by
lingwear*

Original Penguin® clothing redefines 'geek chic' and 'eccentric preppy,' with a strong focus on Americana and vintage-inspired looks. Sold in major retailers, upscale department, upper-tier specialty, brick-and-mortar stores and at: originalpenguin.com.

rafaella®

Clothes should be as smart and beautiful as the women who wear them. Rafaella® apparel makes it easy for women to shop and look good by always delivering style, fit, value and ease of care, from workday to weekend. Sold in major retailers and online at: rafaellasportswear.com.



PEI is the swimwear licensee in the USA, Canada and Mexico for Nike®, the world's leading sports and fitness company. The brand is defining the next generation of clothing for sports through innovation in performance fiber, fabric and design. Visit: nikeswim.com.

SAVANE®

Leading in innovation and design, the Savane® brand has been synonymous with men's pants for over 20 years. Offering high quality and value, the brand delivers performance casual and dress slacks that look and feel good 'In and Out of Office.' Visit: savane.com.



The Pro Player® brand offers cross-generational appeal and 'pro' performance technology. By initially partnering with the NFL, MLB, NHL and college teams, the name Pro Player became known to sports fans everywhere. Sold at national and regional chain and sporting good stores. Visit: proplayer.com.

TECHWORKS®

In an increasingly mobile, highly digitized, fast-paced society, men need more than sharp-looking career clothing. Innovative, imaginative and pioneering, the Techworks® collection was not only designed, but invented, to be purposeful with high performance features.

-A-GLANCE

AXIST®

AXIST® apparel is perfect for any occasion and all physiques. Need a reason to look good? With the campaign "So Many Reasons to AXIST," the brand gives customers quite a few reasons to choose from. Visit: reasonstoaxist.com.

CHISPA®

The Chispa® brand savors the lively and colorful aspects of the Hispanic culture. The line offers diverse and radiant styles that carry the flavor of the Latin lifestyle into menswear, adding spice to traditional apparel.

gotcha

The Gotcha® surf brand was launched from a Laguna Beach garage in 1978. Today, the Fishman logo is instantly recognized on beaches around the world and Gotcha apparel can be found across five continents. Visit: gotcha.com and gotchaeurope.com.

● MEN'S

● GOLF

● LATIN

● WOMEN'S

● SWIM

Jag®

PEI acquired the license for Jag® in 2006. A major player in the swimwear arena for the past two decades, Jag swimwear is designed for an active, athletic female who seeks functionality and style. It is sold in major department and specialty stores.

H

JOHN HENRY

The John Henry® line of men's sportswear and dress shirts addresses the busy 9-to-9 lifestyle of the man whose wardrobe doubles for both office and evening. Visit: johnhenry.com.

GRAND SLAM®

On course. Off course. Change course. In 1951, the world famous Grand Slam® golf shirt with patented underarm gusset was introduced, allowing for a full and even swing. Today, this legacy is brought to life through a performance line that reflects the classic golf lifestyle.



Established in 1972, Miller's Outpost® clothing gained ground quickly, appealing to California's youth. In the 80s, the brand expanded throughout the West Coast with trendy looks accompanied by its growing popularity.

PERRY ELLIS®

Perry Ellis, the designer who built the iconic empire that bears his name, once said "I don't make fashion. I make clothes." Today, his name still commands attention through the Perry Ellis®, Perry Ellis Portfolio® and Perry Ellis America® brands. Sold in upscale department stores, brick-and-mortar locations, and online at: perryellis.com.

HAVANERA^{CO}

Havanera Co.® is a Latin-inspired menswear brand created with rich fabrics and nostalgic details. Taking authentic design inspiration from the traditional Guayabera, the look is translated into relaxed, sophisticated apparel for any occasion. Visit: havanera.com.

ORIGINAL KHAKI COMPANY®

The Original Khaki Company® brand produces one-of-a-kind apparel. Each style is offered in limited quantities for a limited time with a unique style number and season. True, wearable art. Visit: originalkhakicompany.com.

JANTZEN®

Having pioneered "the suit that changed bathing to swimming," Jantzen® swimwear, which celebrated its centennial anniversary in 2010, embraces glamour and innovation, using its rich archive for inspiration. The signature red Diving Girl logo was listed as one of the most recognized icons in existence. Visit: jantzen.com.



In 2004, PGA TOUR partnered with Perry Ellis International to develop apparel representative of one of the world's best-known golf brands. PGA TOUR® apparel offers superior quality and the latest in technical performance enhancements.



A guy needs apparel that can go with him anywhere he goes. Tahoe River Outfitters™ clothing will keep him cool and looking cooler, whether camping, kayaking or just gardening in the backyard, proving "The Road of Life is All Terrain." Visit: [tahoeiveroutfitters.com](http://tahoeriveroutfitters.com).



A celebrity favorite since 2003, C&C California® vintage-inspired apparel is made from ultra-soft cotton in exuberant colors. Distributed through specialty retailers, luxury department stores and on: candccalifornia.com.



The independent spirit of Redsand® apparel is influenced by a passion for surf, travel, music and art. The brand is designed to inspire self-expression so customers can "Always Seek the Next Adventure." Visit: redsand.com.

DIRECTORS

LEFT TO RIGHT

JOSEPH NATOLI ⁽¹⁾ ⁽⁴⁾ ⁽⁵⁾

EDUARDO SARDIÑA ⁽¹⁾ ⁽²⁾ ⁽³⁾ ⁽⁴⁾ ⁽⁵⁾

JOE ARRIOLA ⁽²⁾ ⁽³⁾ ⁽⁴⁾ ⁽⁵⁾

GEORGE FELDENKREIS

OSCAR FELDENKREIS

GARY DIX ⁽³⁾ ⁽⁴⁾

JOSEPH LACHER ⁽¹⁾ ⁽²⁾ ⁽³⁾ ⁽⁴⁾ ⁽⁵⁾

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AND CHIEF FINANCIAL OFFICER, UNIVERSITY OF MIAMI

DIRECTOR, RETIRED PRESIDENT AND CHIEF EXECUTIVE OFFICER, BACARDI U.S.A., INC.

DIRECTOR, RETIRED PRESIDENT AND CHIEF EXECUTIVE OFFICER, PULLMANTUR CRUISES
CHAIRMAN OF THE BOARD AND CHIEF EXECUTIVE OFFICER

VICE CHAIRMAN OF THE BOARD, PRESIDENT AND CHIEF OPERATING OFFICER

DIRECTOR, SHAREHOLDER AND MANAGING DIRECTOR, MALLAH FURMAN & COMPANY, P.A.

DIRECTOR, RETIRED PRESIDENT, FLORIDA BELL SOUTH TELECOMMUNICATIONS, INC.

(1) Member of the Audit Committee

(2) Member of the Compensation Committee

(3) Member of the Investment Policy Committee

(4) Member of the Corporate Governance Committee

(5) Member of the Nominating Committee

OFFICERS

GEORGE FELDENKREIS

OSCAR FELDENKREIS

JOHN F. VOITH, JR.

STEPHEN HARRIMAN

ANITA BRITT

LUIS PAEZ

FANNY HANONO

CORY SHADE

CHAIRMAN OF THE BOARD AND CHIEF EXECUTIVE OFFICER

VICE CHAIRMAN OF THE BOARD, PRESIDENT AND CHIEF OPERATING OFFICER

GROUP PRESIDENT, GOLF AND SPORTSWEAR DIVISION

PRESIDENT, BOTTOMS DIVISION

CHIEF FINANCIAL OFFICER

CHIEF INFORMATION OFFICER

SECRETARY AND TREASURER

SENIOR VICE PRESIDENT, GENERAL COUNSEL AND ASSISTANT SECRETARY

INVESTOR INQUIRIES

Investors and other parties with questions, including requests for the company's annual report or form 10-K for the year ended February 2, 2013 (available without charge), should direct requests in writing to Perry Ellis Investor Relations, Perry Ellis International, Inc. 3000 N.W. 107th Avenue, Miami, FL 33172 or email Investor@pery.com

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New York, NY 10004

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BRAND PORTFOLIO

Anchor Blue*
Axi*
Ben Hogan*
C&C California*
Callaway* Golf
Chispa*
Cubavera*
Farah*
Gotcha*
Grand Slam*
Havanera*
Jag*
Jantzen*
John Henry*
Laundry by Shelli Segal*
Manhattan*
Miller's Outpost*
Mondo di Marco*

Natural Issue*
Nike* Swim
Original Khaki Company*
Original Penguin*
Perry Ellis*
PGA TOUR* Apparel
Pro Player*
Rafaella*
Redsand*
Savane*
Solero*
Tahoe River Outfitters™
Techworks*





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BEN HOGAN
C&C CALIFORNIA
CUBAVERA
FARAH
GRAND SLAM
NIKE SWIM
JANTZEN
LAUNDRY BY SHELLI SEGAL
RAFAELLA
ORIGINAL PENGUIN
PERRY ELLIS



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@JANTZENSWIM
@LAUNDRYBYSHELLI
@ORIGINALPENGUIN
@RAFAELLASTYLE
@PENGUINEUROPE
@PERRYELLIS



YOU TUBE

AXIST MENSWEAR
CUBAVERA
FARAH
JANTZEN
ORIGINAL PENGUIN
PERRY ELLIS



INSTAGRAM

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@CUBAVERA
@FARAHVINTAGE
@GRANDSLAM
@JANTZENSWIM
@LAUNDRYBYSHELLI
@ORIGINALPENGUIN
@PERRYELLIS
@RAFAELLASTYLE



PINTEREST

BEN HOGAN
C&C CALIFORNIA
CUBAVERA
FARAH
GRAND SLAM
JANTZEN
LAUNDRY BY SHELLI SEGAL
ORIGINAL PENGUIN
PERRY ELLIS
RAFAELLA



FOURSQUARE

CUBAVERA
ORIGINAL PENGUIN
PERRY ELLIS



TUMBLR

C&C CALIFORNIA
JANTZEN



GOOGLE+

PERRY ELLIS



VINE

PERRY ELLIS



PERRY ELLIS
INTERNATIONAL