

ASX Announcement
Accent Group Limited (ASX: AX1)
2 October 2024

DISTRIBUTION AGREEMENT UPDATE

Accent Group Limited (ASX:AX1) (**Accent**) announces today that it has been appointed as the exclusive distributor for Lacoste and Dickies in the Australia and New Zealand (ANZ) region adding two additional global brands to its current distributed brand relationships.

Lacoste

Lacoste is a leading global lifestyle brand founded in France in 1933 and established in nearly 100 countries. Lacoste relies on its authentic fashion-sport heritage to bring optimism and elegance on the world, thanks to a unique and original lifestyle for women, men and kids. Lacoste products encompass sports and lifestyle apparel, footwear and accessories. The brand is sold in ANZ through direct to consumer, online and owned stores and through wholesale channels into department stores and other specialty lifestyle retailers. Accent is expected to commence distribution of Lacoste in 2025, post a period of transition with the existing distributor. The initial agreement has a term of 8 years.

Accent CEO Daniel Agostinelli said, “We are very pleased to welcome Lacoste to Accent and look forward to continuing the long running Lacoste journey in ANZ. Accent currently sells Lacoste in many of its multi-brand banners including Hype DC, Platypus, Stylerunner, Glue and others and expects to expand this footprint and volume over the coming years. Lacoste currently has a strong Australian presence through direct online, branded concepts and outlet stores and a strong wholesales business which under this agreement will be fully managed and operated by Accent. The term of the agreement reflects the confidence that Accent has in the quality and growth of the brand and the confidence the brand owner has in Accent’s capability in the ANZ region.”

Dickies

Dickies, founded in 1922, is a leading global lifestyle and streetwear brand owned by VF Corporation. (Owner of Vans, Timberland, The North Face and others). Dickies products include apparel and accessories in the street and lifestyle fashion categories. The distribution agreement is expected to commence from July 2025 and has an initial 5 year term. Dickies is currently sold in ANZ through direct to consumer, online and owned stores and through wholesale channels into specialty streetwear and youth stores including Glue Store, Universal, Iconic and City Beach.

Accent CEO Daniel Agostinelli said, “The addition of Dickies to the Accent portfolio demonstrates the strength of the Accent relationship with VF Corporation and reflects the confidence in Accent’s capability to grow the Dickies brand in Australia. Accent currently sells Dickies in its Glue banner and also sells to the majority of Dickies customers through its 2000 strong network of wholesale accounts. Dickies is currently sold in Australia through direct online, outlet stores and its wholesale business which under this agreement will all be fully managed and operated by Accent.”

In conclusion Mr Agostinelli said “The addition of both of these new global brands continues Accent’s strategic drive to grow our business in the Lifestyle Apparel and footwear market, in particular the apparel market. Both brands are sold and can be expanded in existing Accent banners along with a strong presence in direct online sales. Further scale can be achieved with standalone stores and through Accent’s 2000 strong network of wholesale accounts.

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The release of this announcement was authorised by Nicole Nuttall, Company Secretary.

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