



RELAX IN STYLE

Company Profile 2014

The island mindset is how it all started. Tommy Bahama was born from an attitude and a way of thinking that quickly became our company's mantra: Make Life One Long Weekend™. Not just in clothing — but in lifestyle too.

Tommy Bahama was founded in 1992 as an island-inspired lifestyle brand celebrating the finer things in life: fashion, food and friends. The unforgettable adventure began as a collection of men's casual sportswear with a tropical flair. The concept soon broadened with the opening of a Tommy Bahama restaurant and retail location in Naples, Florida. There, customers literally ate, drank, and dressed the part of the ultimate islander.

After swift success, the brand expanded, infusing island style into women's fashion, accessories and home furnishings. Following that, Tommy Bahama breezed into

full men's and women's sportswear collections, swimwear, accessories, footwear, indoor and outdoor furniture, and more retail stores and restaurants. The Tommy Bahama Home Collection welcomed new looks from vintage Hawaii and modern Bali that transformed homes into island retreats masterfully furnished in authentic sophistication and detail.

Naturally, the brand's success caught the eyes of consumers and corporations worldwide, and in 2003, Tommy Bahama was acquired by Oxford Industries, the Atlanta-based international apparel manufacturer. Smooth



Manhattan Island, NY



Laguna beach, CA

sailing continued even after the company founders' retirement in 2008. Terry Pillow stepped up to the helm as CEO and Doug Wood as President and COO. Their vision saw growth in e-commerce, outerwear, and in the expansion of existing collections to appeal to broader audiences.

Today's Tommy Bahama offers relaxation at over 130 retail locations, 14 of which offer retail and dining experiences. The company is charting new territories in exotic ports of call like Macau, Singapore, Hong Kong, Tokyo and Sydney. Our island immersion is far from over. Tommy Bahama is poised to inspire the world to relax in style, because we believe everyone deserves to Make Life One Long Weekend™.

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Tommy Bahama is part of Tommy Bahama Group, Inc., a wholly owned subsidiary of Oxford Industries, Inc. (NYSE:OXM). Established in August 1992, with corporate headquarters in Seattle, Tommy Bahama is an island-inspired lifestyle brand that defines relaxed, sophisticated style in men's and women's sportswear, swimwear, accessories, footwear and a complete home furnishings collection. The company owns and operates over 130 Tommy Bahama stores worldwide, with 14 of those locations offering a Tommy Bahama restaurant & bar. Tommy Bahama products are also available at the country's finest retailers, including Nordstrom and other specialty retailers. TommyBahama.com ships to over 100 countries. Additional stores will be opening this year. For more information, please visit tommybahama.com.

