

LOS ANGELES, Nov. 1, 2013 /PRNewswire/ -- This holiday season, GUESS will introduce its new advertising campaign featuring the multiple award-winning, Bollywood icon, Priyanka Chopra. Priyanka, a former Miss World, actor, and recording artist, is one of the most recognized and celebrated talents in India and International cinema.

Guided by Paul Marciano, Creative Director for GUESS?, Inc., and shot by former GUESS collaborator and musician, Bryan Adams, the campaign captures Priyanka's free-spirited glamour in a collection of signature black and white photographs. In the campaign, Priyanka portrays a movie star at home in an elegant Mediterranean villa wearing some of the season's most stand-out dresses.

"Priyanka's confidence, strength and sensuality reflect the qualities I always look for in a model," said Marciano. "Priyanka reminds me of the young Sophia Loren and the top actresses of the 1950s. With the Indian movie industry exploding on a global stage, and GUESS having a brand presence in 87 countries, we could not have found a better global brand ambassador. Choosing Priyanka reinforces our celebration of multi-talented, dynamic and accomplished women."

Priyanka began her career in the entertainment industry at age seventeen winning the Miss India and Miss World titles in 2000. She went on to star in dozens of films and has established herself as one of the top and most versatile actresses in Bollywood. After being discovered by Interscope's Jimmy Iovine and Anjula Acharia-Bath, Chopra will extend her talents and reveal a new side of herself in the United States with the release of an eagerly awaited global pop album with Interscope Geffen A&M and Desi Hits. This makes Priyanka the first Indian recording artist in the US with major mainstream appeal.

"For as long as I can remember, GUESS has been at the epicenter of fashion for women. I am honored to be face of the GUESS brand and this iconic holiday campaign. GUESS is aspirational, inspirational and so relatable to women from across the world and I think this is a remarkable opportunity which in its own way, erases boundaries and makes the world a smaller place. When you look good, you feel great...and to me, that's what Paul Marciano captured in these pictures and what GUESS is all about."

Look for these GUESS holiday images in December issues of top fashion and lifestyle magazines, at GUESS.com, in GUESS retail stores, outdoor media, online and various collateral materials.

About GUESS?, Inc. Established in 1981, GUESS began as a jeans company and has since successfully grown into a global lifestyle brand. Today GUESS designs, markets and distributes full collections of women's, men's and children's apparel as well as accessories. Throughout the years, the GUESS image has been portrayed in unforgettable, innovative campaigns that have made the brand a household name. GUESS is distributed throughout the United States and Canada in fine department and specialty stores, its retail and factory stores, and on its online store GUESS.com. GUESS has licensees and distributors in South America, Europe, Asia, Africa, Australia and the Middle East. In addition to shopping online, you can find more information about GUESS at [guess.com](http://www.guess.com).

SOURCE GUESS?, Inc.

RELATED LINKS <http://www.guess.com>