

hickey



## HICKEY TO OPEN FIRST RETAIL STORE IN SOHO

New York, NY (JULY, 2007) – hickey, the rebellious brand extension from Hickey Freeman Co., Inc., - the luxury division of Hartmarx Corporation (NYSE: HMX) - announced today that it will open its first freestanding hickey store at 96 Grand Street in Soho (Downtown NYC).

“hickey is an American Revolution in Men’s Fashion,” stated Paulette Garafalo, Group President of Hickey Freeman, “the new retail operation will give our design team an opportunity to flex its creative muscles. We are very excited about the growth of hickey, which we created to address the unconventional fashion customer seeking something slightly different, something with distinct personality, and something luxurious. We leveraged the product quality that Hickey Freeman has spent over 100 years developing and gave it an attitude!”

Rooted in the fine tailoring and exquisite detailing of Hickey Freeman, hickey is inspired by a “Renegade Americana” spirit. Clean-cut tailored clothing, sportswear, furnishings and accessories are embellished with iconic and uniquely American motifs and patterns allowing the hickey customer to express his distinct personality through style, humor and irreverent good taste.

The 2007 collection features a new program that allows consumers to “customize” their favorite hickey polo. The program was launched on the brand’s e-commerce site [www.hickeystyle.com](http://www.hickeystyle.com) and will now be available at the new retail shop. To create their custom polo, customers will first choose their color, size, and quantity. They then select from multiple embroidery options, which are all representative of the hickey lifestyle. Choices include the popular weed leaf, mud flap girl, griffin, fishbone, moonshine jug, and the new motifs for fall: the skull and crossbones, twig and berries, and the grizzly bear head.

hickey was launched roughly three years ago to target a young, affluent, male who gravitated towards traditional clothing, but needed a piece of himself, his own rebellious personality, in his wardrobe. The collection is rooted in the quality that has defined Hickey Freeman for more than 100 years, but features a distinct sense of humor and personality. The product is intended to be fun and fashionable. One of the unique brand traits is the use of various icons and themes on luxury product: whether it is marijuana leaf embroidered khaki’s or a camouflage sport coat.

Hickey Freeman has transformed itself over time, leveraging its roots as a men’s tailored clothing company to become a vertical operation that manufactures, distributes, and retails men’s, women’s, and boy’s apparel and accessories. Hickey-Freeman Co., Inc., is a subsidiary of Hartmarx Corporation. Hartmarx produces and markets business, casual and golf apparel for both men and women through a broad range of retail channels. For additional information please reference [www.Hartmarx.com](http://www.Hartmarx.com) and [www.hickeystyle.com](http://www.hickeystyle.com).

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