

LIFETIME BRANDS UNVEILS ELIE TAHARI TABLEWARE COLLECTION

New York City, April 2015 — Elie Tahari and Lifetime Brands, Inc., a leading global provider of kitchenware, tableware, and other products used in the home, today announced details of a partnership to produce a tableware collection for Elie Tahari. The collection, which will debut with seven dinnerware patterns and three glassware patterns, will be unveiled to retail buyers and press at New York Tabletop Market, April 14-17 and will be available at retail this Fall.

“As a designer, everything I see is so important to me, and my home is no exception. I have always been interested in architecture and home design, so I am very excited and proud to be launching my first dinnerware and glassware collection with Lifetime Brands. Our design team worked very closely with the Lifetime team to translate the essence of my fashion collections into a beautiful line of tableware,” says Elie Tahari, Chairman.

According to Hugh Biber, SVP/Global Design Director for Tabletop, Lifetime Brands, Inc., “We are thrilled to partner with Elie Tahari to develop and launch the brand’s first tabletop collection. Our designers have worked hand-in-hand with Elie and his team to bring Tahari’s modern sophistication and understated elegance to the dining table.”

The Elie Tahari dinnerware patterns feature textures, prints, color, and design details that represent the aesthetics found in the Elie Tahari collection. They derive their inspiration from Elie Tahari’s love of New York City and the Hamptons where he built his summer home Crestview, located in Amagansett.

- *Ocean Road* brings the calming ambiance of the beach in Bridgehampton to the table with its handcrafted, artisanal design. Featured on a contemporary round coupe shape, the subtle blue place setting combines simplicity with a modern twist.
- *Navy Beach* is inspired by the cloudy blue skies above Montauk and the subtle ombré looks found in the Elie Tahari Spring 2015 Collection. With muted, moody blue tones, this pattern reflects the many variations of the ocean.
- *Prince Street* is inspired by Elie Tahari’s love of SoHo where he has his flagship store. The textured geometric design references the mesh fabric used in the SoHo coat from Elie Tahari’s 40th anniversary Collection. This stunning bone china place setting is available in both a soft square shape and a round coupe shape.
- *Jane Street* offers elegance and sophistication inspired by New York City’s West Village. It features airy wisps of twisting, smoky bands that flow gracefully across the round, coupe shape. Choose from Elie’s signature Cobalt Blue or Smokey Gray for a contemporary look on bone china that beautifully combines urban fashion and modern function.
- *Millstone*, a pattern inspired by Millstone Road in Bridgehampton, features a cobalt blue ombré design drawn from Tahari’s Spring 2015 “shipwrecked-themed” Collection. It is available in both a soft square and a round coupe shape.

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ELIE TAHARI

- *Bank Street* offers a tailored, geometric grid pattern that reflects the architecture found in New York City's West Village where Elie Tahari opened his first shop in 1975. Metallic finishes with platinum inspired by the gunmetal trims in Tahari's Collections give this porcelain pattern a timeless, yet modern look.
- *Gardeners Lane* adds a breath of fresh air to the table with its soft pastel colors and deconstructed floral design. Inspired by garden-side dinner parties in East Hampton, this pattern creates a stunning backdrop for any meal.

Famous for creating clean, elegant, flattering silhouettes for women, Tahari designs modern, sophisticated clothes around his core philosophy that "clothing should be quieter than the woman so that her true beauty can shine through." The Tahari tabletop collection coordinates seamlessly with dinnerware and stemware patterns that help create the perfect backdrop for presenting a beautiful meal. Whether it's enjoying daily fare or entertaining family and friends, Tahari tableware allows you to create a tablescape tailored to your personal style.

Elie Tahari dinnerware is available as four-piece place settings for a manufacturer's suggested retail price of \$80 to \$220. Coordinating stemware is also available.

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About Elie Tahari

Elie Tahari is a privately held corporation with a global presence on five continents and in more than 600 stores worldwide. Additionally, Elie Tahari has free standing US collection boutiques in cities including New York, Las Vegas, Boston, Atlanta, East Hampton, Boca Raton, and Bal Harbour as well as internationally in Europe, Asia, and the Middle East. Elie Tahari has come to define modern sophistication with the brands inspired collections of understated grace and elegance. To see the latest from the Elie Tahari Collection, please visit www.elietahari.com

About Lifetime Brands, Inc.

Lifetime Brands is a leading global provider of kitchenware, tableware, and other products used in the home. The Company markets its products under such well-known kitchenware brands as Farberware®, KitchenAid®, Cuisine de France®, Fred® & Friends, Guy Fieri®, Kitchen Craft®, Kizmos™, Misto®, Mossy Oak®, Pedrini®, Sabatier®, Savora™, and Vasconia®; respected tableware brands such as Mikasa®, Pfaltzgraff®, Creative Tops®, Gorham®, International® Silver, Kirk Stieff®, Sasaki®, Towle® Silversmiths, Tuttle®, Wallace®, V&A®, and Royal Botanic Gardens Kew®; and home solutions brands, including Kamenstein®, Bombay®, BUILT®, Debbie Meyer®, and Design for Living™. The Company also provides exclusive private label products to leading retailers worldwide. The Company website is www.lifetimebrands.com.

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