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**a.k.a.**

## **a.k.a. Brands to Open First U.S. Culture Kings Flagship Store in Las Vegas**

SAN FRANCISCO--(BUSINESS WIRE)-- **a.k.a. Brands Holding Corp.** (NYSE: AKA), a brand accelerator of direct-to-consumer (DTC) fashion brands for the next-generation, today announced that it has signed a lease with intent to open its first U.S. Culture Kings flagship store in late 2022 at The Forum Shops at Caesars in Las Vegas, Nevada, a Simon Property.

Culture Kings is a leading streetwear lifestyle brand that uniquely blends music, sports and fashion. The brand currently operates eight experiential concept stores in major cities in Australia and New Zealand. The stores' nightclub vibe, promoted events and in-store gamification creates exciting social media content that generates viral hype among Culture Kings' customers, driving traffic both in store and online. The two-story U.S. flagship will leverage the best features from their other stores as well as offer exciting new elements. The assortment will include merchandise from leading third-party brands as well as Culture Kings proprietary world exclusive brands.

"The Culture Kings stores offer a truly incredible experience, and we are excited to introduce this one-of-a-kind retail concept to our customers in the U.S.," said Jill Ramsey, Chief Executive Officer, a.k.a. Brands. "The stores have proven to be very successful in driving brand awareness in international markets, and we anticipate that the first U.S. flagship will become a must-visit destination in Las Vegas where there is high tourist traffic. The Culture Kings store format serves as a powerful customer acquisition tool and provides shoppers with a unique, immersive streetwear experience. We are confident the store will be instrumental in accelerating Culture Kings' growth in the U.S. market."

"Since opening our first store in Southport, Australia 14 years ago, we have seen incredible success with this unique experiential concept. The stores have proven to be highly effective marketing machines with lines spanning blocks at each store opening. We are very excited to expand the concept to the U.S., and we look forward to bringing Culture Kings streetwear lifestyle to new consumers while deepening our connection with our existing fans," said Simon Beard, Co-Founder of Culture Kings.

To learn more about Culture Kings and shop online, please visit [www.culturekings.com](http://www.culturekings.com).

### **About a.k.a. Brands**

a.k.a. Brands is a brand accelerator of direct-to-consumer fashion brands for the next generation. Each brand in the a.k.a. portfolio is customer-led, curates quality exclusive merchandise, creates authentic and inspiring social content and targets a distinct Gen Z and millennial audience. a.k.a. Brands leverages its next-generation retail platform to help each brand accelerate its growth, scale in new markets and enhance its profitability. Current

brands in the a.k.a. Brands portfolio include Princess Polly, Culture Kings, mnml, Petal & Pup and Rebdolls.

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