



PRESSRELEASE
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WeSC and Andy Warhol Foundation in exclusive collaboration for Summer and Fall of 2015.

WeSC is pleased to announce the launch of an exclusive collaboration with The Andy Warhol Foundation under the name Warhol Conspiracy by WeSC. The collection will feature a wide range of products based on six different patterns of Andy Warhol's famous Camouflage paintings and prints. Warhol Conspiracy will consist of two seasonal assortments each featuring three camouflage patterns on jackets, shirts, shorts socks, hats, hoodies, bags, backpacks, headphones and limited edition skateboards. Complementing the Warhol Camouflage will be a limited offering of t-shirts with Warhol quotes and self-portraits.

Warhol Conspiracy by WeSC will be available in the US, Canada and Asia, most of the products will also be available in Europe and worldwide through WeSC stores and distributors. The unique collaboration will be available in stores starting in April 2015.

"WeSC is proud to present this product line in collaboration with The Andy Warhol Foundation. We have had many interesting artist and activist collaborations through the years but none of the collaborations have been as spot on for the brand for "Intellectual Slackers" as Andy Warhol's Camouflages. Warhol is one of the original Intellectual Slackers and besides being one of the most important artists of all times, perhaps the most important, he is as relevant to contemporary culture today, 27 years after his death, as when he started. The Camouflage works were suggested as the most fitting for the WeSC collaboration by The Andy Warhol Foundation and we could not agree more. This is hopefully the first of a number of future "capsules" in collaborations inspired by leading artists, actors, writers and musicians that will strengthen our position as the original lifestyle brand" says Theodor Dalenson Chairman WeSC.

"We are delighted to work with WeSC to celebrate Andy Warhol's creative, non-conformist spirit in a way that only WeSC can do," says Michael Dayton Hermann of The Andy Warhol Foundation. "The Foundation is proud to note that a portion of the proceeds from Warhol Conspiracy by WeSC will contribute generously to the Foundation's endowment from which it supports contemporary art."

About The Andy Warhol Foundation for the Visual Arts, Inc.

As the preeminent American artist of the 20th Century, Andy Warhol challenged the world to see art differently. Since its founding in 1987 in accordance with Andy Warhol's will, The Andy Warhol Foundation has established itself as among the leading funders of contemporary art in the United States having distributed nearly \$250,000,000 in grants supporting the creation, presentation and documentation of contemporary visual arts, particularly work that is experimental, under-recognized or challenging in nature. The foundation's ongoing efforts to protect and enhance its founder's creative legacy ensure that Warhol's inventive, open-minded spirit will have a profound impact on the visual arts for generations to come. Proceeds the foundation receives from licensing projects such as this contribute to the Foundation's endowment from which it distributes grants. For more information please visit www.warholfoundation.org.

For further questions, please contact:

Operational questions: Johan Heijbel, CEO, +46 8 46 50 50 00

Shareholder questions: Theodor Dalenson, Chairman of the Board, +46 8 54 50 17 50

WeSC is a Swedish company that designs, markets and sells clothing and accessories within the premium streetwear segment in the international market under the WeSC (We are the Superlative Conspiracy®) brand. WeSC has since 2000 grown to a company with representation in 25 countries through resellers and 24 own and distribution run concept stores.