

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 14A
(Rule 14a-101)

INFORMATION REQUIRED IN PROXY STATEMENT

SCHEDULE 14A INFORMATION

Proxy Statement Pursuant to Section 14(a) of The Securities Exchange Act of 1934

(Amendment No.)

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Under Rule 14a-12

GUESS?, INC.

(Name of Registrant as Specified in Its Charter)

LEGION PARTNERS HOLDINGS, LLC
LEGION PARTNERS, L.P. I
LEGION PARTNERS, L.P. II
LEGION PARTNERS SPECIAL OPPORTUNITIES, L.P. XVIII
LEGION PARTNERS, LLC
LEGION PARTNERS ASSET MANAGEMENT, LLC
CHRISTOPHER S. KIPER
RAYMOND T. WHITE

(Name of Persons(s) Filing Proxy Statement, if Other Than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
 - Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.
-

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

Fee paid previously with preliminary materials:

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the form or schedule and the date of its filing.

(1) Amount previously paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

Legion Partners Holdings, LLC, a Delaware limited liability company (“Legion Partners Holdings”), together with the other participants named herein (collectively, “Legion”), has filed a definitive proxy statement and accompanying BLUE proxy card with the Securities and Exchange Commission (“SEC”) to be used to solicit votes against the election of certain director candidates nominated by Guess?, Inc., a Delaware corporation (the “Company”) for election at the Company’s 2022 annual meeting of shareholders.

Item 1: On March 31, 2022, Legion issued the following press release and Investor Presentation titled “Addressing the Marciano Discount”, a copy of which is attached hereto as Exhibit 1 and is incorporated herein by reference:

Legion Partners Files Definitive Proxy Statement to Solicit Votes Against Guess?, Inc. Directors Paul Marciano and Maurice Marciano

Issues Investor Presentation Detailing Why It Believes Removing the Marciano Brothers from the Company Should Eliminate a Massive Risk to Guess’ Brand, Reputation and Ability to Generate Sustainable Shareholder Value

Urges Shareholders to WITHHOLD Their Votes on Paul and Maurice Marciano on the BLUE Proxy Card

Launches www.ABetterGuess.com to Provide Updates to Shareholders

LOS ANGELES – March 31, 2022 – Legion Partners Asset Management, LLC, together with its affiliates (collectively, “we” or “Legion Partners”), a significant shareholder of Guess?, Inc. (“Guess”, or the “Company”) (NYSE: GES), today announced that it has filed its definitive proxy statement in connection with a “Vote No” campaign opposing the re-election of Paul and Maurice Marciano to the Company’s Board of Directors (the “Board”) at the upcoming 2022 Annual Meeting of Shareholders (the “Annual Meeting”).

Legion also today issued an investor presentation detailing its views as to why the Marciano brothers must be removed from the Company. The presentation is available at <https://abetterguess.com/wp-content/uploads/2022/03/Legion-Presentation.pdf>.

Further, Legion has launched www.ABetterGuess.com as a resource for shareholders to find additional information, including legal complaints that allege Paul Marciano’s long-standing pattern of misconduct in detail, and sign up for updates.

Highlights of Legion’s presentation include the following:

- For more than a decade, a number of sexual assault and harassment allegations have been made against Paul Marciano, who also serves as the Company’s Chief Creative Officer, while his brother Maurice Marciano appeared to turn a blind eye as a former Chairman of the Board and the Company spent nearly \$1 million on settlements with alleged victims.
- New sexual assault and harassment allegations have surfaced against Paul Marciano, and even the Company’s own insurance carrier has sought relief in court to avoid having to cover claims related to Paul Marciano’s alleged “pattern” of “wrongful acts.”¹
- Despite these disturbing new developments, the Board has determined to re-nominate Paul and Maurice Marciano for election to the Board at the Company’s 2022 Annual Meeting. Legion feels this reflects a disturbing lack of good corporate governance and adequate oversight on the part of the incumbent directors.

¹ Beazley Insurance Company, Inc. v. Guess?, Inc., et al., 2:21-cv-09962.

- Legion believes the Marcianos' ongoing presence on the Board has and will continue to harm the Company's brand, financial performance and stock price. In Legion's view, models hesitate to model for the Company, consumers hesitate to purchase its products, and investors hesitate to invest – all of which has likely harmed shareholder value.
- In fact, Guess seems to experience a "Marciano Discount" relative to its peers. While this discount briefly narrowed after Guess launched an investigation into allegations of improper conduct by Paul Marciano, the valuation gap has widened again to 45% since four more individuals complained about sexual assaults by Paul Marciano in 2021.

It is time to make a better Guess.

Legion urges shareholders to support its efforts by signing, dating and returning the enclosed BLUE proxy card today to WITHHOLD their vote on the re-election of Paul and Maurice Marciano.

If shareholders have already voted for the Company's nominees, they have every right to change their vote by signing, dating and returning a later dated BLUE proxy card or by voting in person at the Annual Meeting.

If shareholders have any questions, require assistance in voting the BLUE proxy card or need additional copies of our proxy materials, please contact:

Saratoga Proxy Consulting LLC
520 8th Avenue, 14th Floor
New York, NY 10018
(212) 257-1311

Shareholders call toll-free at (888) 368-0379
Email: info@saratogaproxy.com

About Legion Partners

Legion Partners is a value-oriented investment manager based in Los Angeles, with a satellite office in Sacramento, CA. Legion Partners seeks to invest in high-quality businesses that are temporarily trading at a discount, utilizing deep fundamental research and long-term shareholder engagement. Legion Partners manages a concentrated portfolio of North American small-cap equities on behalf of some of the world's largest institutional and HNW investors.

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jferguson@saratogaproxy.com / jmills@saratogaproxy.com

Media Contact:

Longacre Square Partners
Dan Zacchei / Joe Germani
dzacchei@longacresquare.com / jgermani@longacresquare.com

Item 2: On March 31, 2022, Legion launched a website to communicate with the Company's shareholders regarding the Annual Meeting. The website address is www.ABetterGuess.com/. The following materials were posted by Legion to www.ABetterGuess.com/:

The screenshot shows a website with a dark background and white text. At the top left is the logo "A BETTER GUESS". To the right of the logo is a navigation menu with the following items: HOME, CASE FOR CHANGE, RESOURCES, MEDIA COVERAGE, ABOUT LEGION PARTNERS, and CONTACT US. The main content area is a white box with the title "Disclaimer" centered at the top. Below the title are two paragraphs of text. The first paragraph discusses the views expressed on the website representing the opinions of Legion Partners Asset Management, LLC, and other participants in the solicitation. The second paragraph discusses financial projections and statements derived from filings made with the Securities and Exchange Commission ("SEC") or other regulatory authorities. At the bottom of the white box, there is a line of text: "The materials on this website are provided merely as information and are not intended". Below the white box is a dark red button with the text "VIEW OUR INVESTOR PRESENTATION: ADDRESSING THE MARCIANO DISCOUNT". The background of the website is dark with some faint, large text visible, including "IT'S T", "JESS", "For more than a de", "have been made", "Despite these clai", "ha", "Legion believes tha", "Legion is asking", "Marcia", "Now is the", "ment allegations", "Paul Marciano", "aurice Marciano,", "Company's brand", "l and Maurice", "card", and "ss Board".

A BETTER GUESS

HOME CASE FOR CHANGE RESOURCES MEDIA COVERAGE ABOUT LEGION PARTNERS CONTACT US

Disclaimer

The views expressed on this website represent the opinions of Legion Partners Asset Management, LLC, the other participants in the solicitation (collectively, the "Participants"), which beneficially own shares of Guess?, Inc. (the "Company") and are based on publicly available information with respect to the Company. The Participants recognize that there may be confidential information in the possession of the Company that could lead it or others to disagree with the Participants' conclusions. The Participants reserve the right to change any of the opinions expressed herein at any time as they deem appropriate and disclaim any obligation to notify the market or any other party of any such changes. The Participants disclaim any obligation to update the information or opinions contained on this website.

Certain financial projections and statements made herein have been derived or obtained from filings made with the Securities and Exchange Commission ("SEC") or other regulatory authorities and from other third party reports. Neither the Participants nor any of their affiliates shall be responsible or have any liability for any misinformation contained in any third party SEC or other regulatory filing or third party report. There is no assurance or guarantee with respect to the prices at which any securities of the Company will trade, and such securities may not trade at prices that may be implied herein. The estimates, projections and potential impact of the opportunities identified by the Participants herein are based on assumptions that the Participants believe to be reasonable as of the date of the materials on this website, but there can be no assurance or guarantee that actual results or performance of the Company will not differ, and such differences may be material.

The materials on this website are provided merely as information and are not intended

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The materials on this website are provided merely as information and are not intended to be, nor should they be construed as, an offer to sell or a solicitation of an offer to buy any security. These materials do not recommend the purchase or sale of any security. The Participants currently beneficially own shares of the Company. It is possible that there will be developments in the future that cause the Participants from time to time to sell all or a portion of their holdings of the Company in open market transactions or otherwise (including via short sales), buy additional shares (in open market or privately negotiated transactions or otherwise), or trade in options, puts, calls or other derivative instruments relating to such shares.

Although the Participants believe the statements made in this website are substantially accurate in all material respects and does not omit to state material facts necessary to make those statements not misleading, the Participants make no representation or warranty, express or implied, as to the accuracy or completeness of those statements or any other written or oral communication it makes with respect to the Company and any other companies mentioned, and the Participants expressly disclaim any liability relating to those statements or communications (or any inaccuracies or omissions therein). Thus, shareholders and others should conduct their own independent investigation and analysis of those statements and communications and of the Company and any other companies to which those statements or communications may be relevant.

This website may contain links to articles and/or videos (collectively, "Media"). The views and opinions expressed in such Media are those of the author(s)/speaker(s) referenced or quoted in such Media and, unless specifically noted otherwise, do not necessarily represent the opinion of the Participants.

This website may not be deemed to constitute solicitation material and is intended

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This website may not be deemed to constitute solicitation material and is intended solely to inform shareholders so that they may make an informed decision regarding the proxy solicitation, as explained in greater detail below.

Cautionary Statement Regarding Forward-Looking Statements

The materials on this website contain forward-looking statements. All statements contained herein that are not clearly historical in nature or that necessarily depend on future events are forward-looking, and the words "anticipate," "believe," "expect," "potential," "opportunity," "estimate," "plan," and similar expressions are generally intended to identify forward-looking statements. The projected results and statements contained herein that are not historical facts are based on current expectations, speak only as of the date of these materials and involve risks, uncertainties and other factors that may cause actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such projected results and statements. Assumptions relating to the foregoing involve judgments with respect to, among other things, future economic, competitive and market conditions and future business decisions, all of which are difficult or impossible to predict accurately and many of which are beyond the control of the Participants. Although the Participants believe that the assumptions underlying the projected results or forward-looking statements are reasonable as of the date of these materials, any of the assumptions could be inaccurate and therefore, there can be no assurance that the projected results or forward-looking statements included herein will prove to be accurate. In light of the significant uncertainties inherent in the projected results and forward-looking statements included herein, the inclusion of such information should not be regarded as a representation as to future results or that the objectives and strategic initiatives expressed or implied by such projected results and forward-looking statements will be achieved. The Participants will not undertake and specifically

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LEGION PARTNERS HAS NOT SOUGHT OR OBTAINED CONSENT FROM ANY THIRD PARTY TO USE ANY STATEMENTS OR INFORMATION CONTAINED HEREIN. ANY SUCH STATEMENTS OR INFORMATION SHOULD NOT BE VIEWED AS INDICATING THE SUPPORT OF SUCH THIRD PARTY FOR THE VIEWS EXPRESSED HEREIN. ALL TRADEMARKS AND TRADE NAMES USED HEREIN ARE THE EXCLUSIVE PROPERTY OF THEIR RESPECTIVE OWNERS.

Additional Information

Legion Partners Holdings, LLC, a Delaware limited liability company ("Legion Partners Holdings") together with the other participants named herein (collectively, "Legion"), have filed a definitive proxy statement and accompanying BLUE proxy card with the SEC to be used to solicit votes against the election of certain director candidates nominated by Guess?, Inc., a Delaware Corporation (the "Company") for election at the Company's 2022 annual meeting of shareholders. Legion Partners Holdings strongly advises all stockholders of the Company to read the proxy statement and any other documents related to the solicitation of stockholders of the Company in connection with the Annual Meeting because they contain important information, including information relating to the Participants. These materials and other materials filed by Legion Partners Holdings with the SEC in connection with the solicitation of proxies are available at no charge on the SEC's website at <http://www.sec.gov>. The definitive proxy statement and other relevant documents filed by Legion Partners Holdings with

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I HAVE READ AND AGREE TO THE TERMS OF THIS WEBSITE.

VIEW OUR INVESTOR PRESENTATION: ADDRESSING THE MARCIANO DISCOUNT

IT'S TIME FOR A BETTER GUESS

For more than a decade, a pattern of alleged sexual assault and harassment allegations has been made against Quora co-founder and Chief Operating Officer Paul Mariani.

Despite those claims, the Quora Board of Directors and its members, including Mariani, have allowed him to remain in his current role at Quora.

Legion believes that the Mariani letters give a signal with respect to the Company's brand and reputation.

Legion is asking shareholders to vote in favor of the proposal to remove Paul and Mariani from the Board of Directors at the 2018 Annual Meeting on or after [April 26, 2018](#), if you can.

Vote at the Meeting to remove the Mariani members from the Quora Board.

[Click on the proposal below to learn more.](#)

See the Court Documents

Legion has filed a lawsuit against Paul and Mariani and has filed documents with the court regarding the lawsuit.

- Paul Mariani's Letter to Legion**
Paul Mariani's letter to Legion dated 1/23/18 regarding Legion's allegations of sexual assault and harassment against Paul Mariani.
[View Document](#)
- Legion's Response to Paul Mariani's Letter**
Legion's response to Paul Mariani's letter dated 1/23/18 regarding Legion's allegations of sexual assault and harassment against Paul Mariani.
[View Document](#)
- Quora's Response to Legion's Complaint**
Quora's response to Legion's complaint dated 1/23/18 regarding Legion's allegations of sexual assault and harassment against Paul Mariani.
[View Document](#)
- Legion's Complaint to the Court**
Legion's complaint to the court dated 1/23/18 regarding Legion's allegations of sexual assault and harassment against Paul Mariani.
[View Document](#)
- Quora's Motion to Dismiss**
Quora's motion to dismiss Legion's complaint dated 1/23/18 regarding Legion's allegations of sexual assault and harassment against Paul Mariani.
[View Document](#)
- Legion's Reply to Quora's Motion**
Legion's reply to Quora's motion to dismiss dated 1/23/18 regarding Legion's allegations of sexual assault and harassment against Paul Mariani.
[View Document](#)

Legion believes withholding votes will send a strong message that shareholders are dissatisfied with the Board's lack of any impact to correct years of alleged sexual abuse allegations and finally take action to protect the Company and the Board from any further damage.

WITHHOLD YOUR VOTE ON THE [BLUE](#) PROXY CARD TODAY

Sign Up For Updates

First Name

Last Name

Email

Share Your Views

NAME (REQUIRED)

What do you think, write, or hope to see in our future - just write letters and don't need to be nice!

Your Name (required)

Your Email (required)

Your Message

RESOURCES

Legion's Materials

[Investor Presentation: Addressing the Marciano Discount | March 31, 2022](#)

[Legion Partners Files Definitive Proxy Statement to Solicit Votes Against Guess?, Inc. Directors Paul Marciano and Maurice Marciano | March 31, 2022](#)

[Legion Partners Launches "Vote No" Campaign Against Guess?, Inc. Directors Paul and Maurice Marciano | March 16, 2022](#)

[Investor Presentation: Paul Marciano – A Long List of Sexual Assault and Harassment Allegations | March 9, 2022](#)

[Legion Partners Issues Presentation Detailing Paul Marciano's Long List of Sexual Assault and Harassment Allegations and Calls on Independent Members of the Guess Board to Take Appropriate Action | March 9, 2022](#)

[Legion Partners Issues Letter to Guess?, Inc. Board of Directors | February 8, 2022](#)

Court Documents

[Jane Doe 1 and 2 vs. Guess Board of Directors | 2022](#)

[Beazley Insurance company vs. Guess and Paul Marciano | 2021](#)

[Jane Doe 3 vs. Paul Marciano | 2021](#)

[Jane Doe vs. Paul Marciano | 2021](#)

[Lindsay Ring vs. Paul Marciano | 2009](#)

[Plaintiffs 1,2,3,4 vs. Paul Marciano | 1994](#)

MEDIA COVERAGE

THE WALL STREET JOURNAL

Bloomberg

 **REUTERS**

Guess Faces Calls to Remove Marciano Brothers From Board

February 7, 2021

An activist investor is calling for the co-founders of Guess Inc. to be removed from the clothing maker's board...

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Guess Should Remove Co-Founders From Board, Investor Says

February 9, 2021

Guess? Inc.'s co-founders should step down from the board to eliminate a distraction to the apparel maker's turnaround...

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Fund wants Guess founders off board amid sexual misconduct allegations - source

February 9, 2021

An activist investment firm wants Guess? Inc. to remove the two brothers who co-founded the retailer, arguing...

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 **retail TouchPoints**

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Additional Sexual Assault Accusers Come Forward Against Guess Co-Founder

March 9, 2021

Additional women have come forward accusing Guess? Inc. Co-Founder and Chief Creative Officer Paul Marciano of sexual...

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When Will Sexual Harassment Go Out of Fashion?

March 11, 2021

Though the #MeToo movement of 2017 may have helped bring awareness to the overwhelming presence of sexual harassment at...

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Guess Stakeholder Demands Firing of Co-Founder Paul Marciano Over Sexual Misconduct Claims

March 9, 2021

A shareholder in fashion giant Guess Inc. on Wednesday plans to publicly demand the retailer dump its embattled...

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DAILY BEAST

Guess Activist Investor Calls For Removal of Marciano Brothers

February 1, 2021

Legion Partners Asset Management, which owns about 2.3 percent of the business, sent a letter to the board Monday...

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Activist investor calls for ouster of Guess co-founders amid new sex crime accusations

February 1, 2021

Legion Partners Asset Management on Tuesday released a public letter to the Guess brand's board of directors, demanding...

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Photographer: I Witnessed the Harassment Guess Models Had to Endure

February 16, 2021

Despite the numerous sexual misconduct allegations against Guess co-founder Paul Marciano, the fashion industry has...

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Bloomberg

Guess Plunges as It Names CEO, Keeps Paul Marciano as Creative Head

January 29, 2021

Guess? Inc. co-founder Paul Marciano, who resigned as chairman of the apparel company last year amid a...

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ABOUT LEGION PARTNERS

Legion Partners Asset Management, LLC, together with its affiliates (collectively, "we" or "Legion Partners"), is a significant shareholder of Guess?, Inc. with significant experience in the retail and fashion industry.

Legion Partners is a value-oriented investment manager based in Los Angeles, with a satellite office in Sacramento, CA. Legion Partners seeks to invest in high-quality businesses that are temporarily trading at a discount, utilizing deep fundamental research and long-term shareholder engagement. Legion Partners manages a concentrated portfolio of North American small-cap equities on behalf of some of the world's largest institutional and HNW investors.

Our Commitment to ESG

Within our portfolio, we promote the building and strengthening of company cultures where ESG isn't just a trendy acronym, but rather is embraced and deeply knit into the fabric of the organization. We believe this is essential to achieving sustainable long-term financial returns.

To learn more about Legion Partners, visit: <https://legionpartners.com/>

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Whether an investor, media, employee or customer - your voice matters and deserves to be heard

Your Name (required)

Your Email (required)

Your Message

SUBMIT

PRIVACY POLICY

Our Commitment to Privacy

The sponsor of this website, www.ABetterGuess.com (the "Site"), is sponsored by Legion Partners Asset Management, LLC and certain of its respective affiliates ("we" or the "Sponsors"). We respect and value your privacy. This statement outlines our privacy policies (the "Privacy Policy") which are designed to assist you in understanding how we collect, use and safeguard information we collect and to assist you in making informed decisions when using the Site. The core of our Privacy Policy is this:

We want you to feel safe and comfortable when you use the Site, and we are dedicated to developing and upholding high standards for protecting your privacy. You should read and familiarize yourself with this Privacy Policy and with our Terms and Conditions. When you use the Site, you agree to abide by these terms.

What Information Do We Collect?

When you visit any website you may provide two types of information: personal information you knowingly choose to disclose that is collected on an individual basis, and website use information collected on an aggregate basis as you browse the website.

Personal Information

Our Site does not ask you to provide your personal information.

Website Use Information

Our Site does not utilize "cookies."

Clickstream Data

As you use the Internet, a trail of electronic information is left at each website you visit. This information, which is sometimes referred to as "clickstream data," can be collected and stored by a website's server. Clickstream data can tell us the type of computer and browsing software you use and the address of the website from which you linked to our Site. We may use clickstream data as a form of non-personally identifiable information to anonymously determine how much time visitors spend on each page of the Site, how visitors navigate throughout the Site and how we may tailor our web pages to better meet the needs of visitors. This information will be used to improve the Site. Any collection or use of clickstream data will be anonymous and aggregate.

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We may provide aggregate information about our users, Site traffic patterns and related Site information to our affiliates or reputable third parties.

What About Legally Compelled Disclosure of Information?

We may disclose information when we, in good faith, believe that the law requires it or for the protection of our legal rights.

What About Other Websites Linked to Our Site?

We are not responsible for the practices employed by websites linked to or from our Site or the information or content contained therein. Often links to other websites are provided solely as pointers to information on topics that may be useful to the users of our Site.

Please remember that your browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own rules and policies. Please read over those rules and policies before proceeding.

Your Consent

By using the Site you consent to this Privacy Policy. We reserve the right to make changes to this Privacy Policy from time to time. Revisions will be posted on this page. We suggest you check this page occasionally for updates.

Contacting Us

If you have any questions about this Privacy Policy, the practices of the Site, or your dealings with the Site, you can contact our privacy administrator:

saratoga

PRIVACY CONSULTANTS, LLC

Saratoga Privacy Consulting LLC
300 4th Avenue, 31st Floor
New York, NY 10008
(212) 270-1811

Stockholders call toll free at (800) 368-0379
Email: info@saratogaprivacy.com

