ICONIX ANNOUNCES LONG-TERM DANSKIN PARTNERSHIP WITH DAN SI JIN (SHANGHAI) BRAND MANAGEMENT COMPANY LIMITED

TO ACCELERATE GROWTH ACROSS GREATER CHINA

NEW YORK, NY, UNITED STATES, September 16, 2026 /EINPresswire.com/ -- Iconix International Inc. announced a new long-term licensing partnership for its iconic active lifestyle brand, Danskin, with DAN SI JIN (SHANGHAI) BRAND MANAGEMENT COMPANY LIMITED (DSJ), marking the next phase of the brand's growth strategy across Greater China.

Under the agreement, DSJ has been granted exclusive rights to develop, market and distribute Danskin products across Mainland China, Hong Kong and Macau. The license encompasses a broad range of product categories, including apparel, underwear, footwear, swimwear, accessories, daily health care and cosmetics, textiles, sports equipment, as well as training and education services and facilities.

The agreement begins with an initial 10-year term through the end of 2036, with DSJ holding the option to extend the partnership for an additional 10 years through 2046, reinforcing both companies' long-term commitment to growing the Danskin brand throughout the region.

Danskin has established a strong presence in China over the past decade. Since entering the market in 2016, the brand has built meaningful consumer awareness and a solid business foundation, creating significant opportunities for continued expansion across both existing and new categories.
"China remains an important strategic market for Danskin, and this new partnership represents an exciting next chapter for the brand," said Bob Galvin, CEO of Iconix, " DSJ's expertise will create a strong foundation to accelerate Danskin's growth, expand into new categories and further strengthen the brand's connection with consumers across Greater China."

Beyond serving as the exclusive licensee, DSJ through PowerPool Hong Kong Limited will also become a key shareholder in the Danskin China joint venture. The joint venture has been established to support the long-term development of the brand by strengthening its leadership in core categories while expanding into new product categories and consumer experiences that align with the Danskin brand's active lifestyle positioning.

"We have long admired Danskin as one of the world's most recognized women's active lifestyle

brands," said Li Fang, Founder and Chairman of DSJ. "We are honored to partner with Iconix to lead the next phase of Danskin's growth in Greater China. By combining our local market expertise, product innovation capabilities and deep understanding of the evolving women's sports market, we look forward to introducing the brand to even more consumers while preserving the authenticity and legacy that have made Danskin a global leader for more than a century."

ABOUT DAN SI JIN (SHANGHAI) BRAND MANAGEMENT COMPANY LIMITED
DSJ was founded by Mr. Li Fang and focuses on the Danskin brand's business in China. Mr. Li Fang established Beijing PowerPool Sports Development Co., Ltd. (LFLH) in 2008. LFLH is a leading sports company with deep expertise in brand management, product development and sports marketing. As the exclusive brand licensee of a well-known sports brand in Mainland China, LFLH has built a strong reputation delivering high-quality products across multiple sports categories while maintaining long-standing partnerships with leading national sports associations, professional leagues and major sporting events. The company has also expanded its focus on women's sports through its own women's professional sports brand, further strengthening its position in one of the industry's fastest-growing segments.

ABOUT ICONIX
Iconix International Inc. owns, licenses, and markets a diversified portfolio of athletic, heritage and other consumer brands, including UMBRO®, PONY®, STARTER®, HOODRICH®, OCEAN PACIFIC®, DANSKIN®, LEE COOPER® and ECKO UNLTD. ®. In addition, Iconix provides brand management, licensing, and other advisory services to owners of brand IP on a global basis. The Company licenses its and third-party brands to a network of leading retailers, manufacturers and other operators that touch every major segment of retail distribution in both the U.S. and worldwide. Through its in-house business development, strategy, merchandising, advertising, and public relations departments, Iconix manages these brands to drive higher consumer awareness, broader commercial reach, and greater brand valuations.
For more information, please visit Iconixbrand.com.

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