

**Duty Free Dynamics elated to announce
Jennifer Lopez returns as the face of
GUESS?, Inc.**



The actress, singer, dancer, entrepreneur, philanthropist and fashion icon Jennifer Lopez as the face

of GUESS and Marciano worldwide in the Spring 2020 advertising campaign

Duty Free Dynamics is the exclusive distributor of GUESS watches for the Latin America and the Caribbean travel retail channel. The master franchisor is excited to announce that Jennifer Lopez has returned to partner with GUESS?, Inc.

The campaign, art directed by Paul Marciano, Chief Creative Officer for GUESS?, Inc., and shot through the lens of photographer Tatiana Gerusova in Santa Monica, CA, showcases a striking collection of images highlighting Jennifer's beauty. The series of both saturated and black and white imagery embody a classic Hollywood lifestyle with tousled hair and confident poses juxtaposed against California's serene palm trees and beaches in the background. Think Sofia Loren meets Madonna.

GUESS Watches is known for its bling aesthetic and JLO is featured wearing two of the over-stated and over-stoned timepieces which are sure to turn heads.

Please contact Maria Villarreal, Business Developer – Brand Manager for Guess Watches for more information: maria.villarreal@dutyfreedynamics.com