

American Apparel® expands into international markets via online store

- The iconic brand is now available in more than 200 countries worldwide.

Christ Church, Barbados, Tuesday, April 24, 2018 – Gildan Activewear SRL is announcing the international expansion of American Apparel® via its online store. Hot on the heels of American Apparel®'s successful U.S. relaunch, the iconic fashion basics brand will now be available in more than 200 countries.

American Apparel® is back with classic, timeless fashion styles and a new approach that is more focused on body positivity, inclusiveness and diversity than ever before. The new collections, available on www.americanapparel.com, feature traditional American Apparel® quality and style and are now available across a more inclusive range of sizes and fits. Loyal brand fans can look forward to all-time favorite styles, including the classic range of T-Shirts in a rainbow of sun-soaked colorways, iconic Disco Pants, High-Waist Jeans, Bodysuits, Metallic Leggings, Unisex Hoodies and Fisherman Pullovers.

To support the expansion, the marketing team will be rolling out a launch campaign across various digital platforms and on billboards in selected markets. The authentic DNA of the brand resonates with the **“Back to Basics”** launch campaign that features real people who represent a diversity of body types, ages and ethnicities, all sharing the same playful, confident and honest spirit that brand fans have always loved.

American Apparel®, an iconic Los Angeles fashion basics brand established in 1989, is known for ethically made styles that are timeless, fun and colorful. Gildan Activewear SRL acquired the American Apparel® brand in February of 2017. As part of Gildan's family of brands, American Apparel® now has access to one of the world's largest and most responsible manufacturing network. Under Gildan's ownership, American Apparel® is now able to offer the same great styles at more affordable prices, reinforcing the brand's promise of quality products and commitment to being ethically-made and sweatshop free.

About Gildan

Gildan is a leading manufacturer of everyday basic apparel which markets its products in North America, Europe, Asia-Pacific and Latin America, under a diversified portfolio of Company-owned brands, including Gildan®, American Apparel®, Comfort Colors®, Gildan® Hammer™, Gold Toe®, Anvil®, Alstyle®, Secret®, Silks®, Kushyfoot®, Secret Silky®, Therapy Plus™, Peds® and MediPeds®, and under the Under Armour® brand through a sock licensing agreement providing exclusive distribution rights in the United States and Canada. Our product offering includes activewear, underwear, socks, hosiery and legwear products sold to a broad range of customers, including wholesale distributors, screenprinters or embellishers, as well as to retailers that sell to consumers through their physical stores and/or e-commerce platforms. In addition, we sell directly to consumers through our own direct-to-consumer platforms.

Gildan owns and operates vertically-integrated, large-scale manufacturing facilities which are primarily located in Central America, the Caribbean Basin, North America, and Bangladesh. With over 50,000 employees worldwide Gildan operates with a strong commitment to industry-leading labour and environmental practices throughout its supply chain in accordance with its comprehensive Genuine Responsibility™ program embedded in the Company's long-term business strategy. More information about the Company and its corporate citizenship practices and initiatives can be found at www.gildancorp.com and www.genuinegildan.com, respectively.

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