

Global Brands S.A.

Director/PDMR Shareholding

TR-1 (i) NOTIFICATION OF MAJOR INTERESTS IN SHARES

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached (ii):

Global Brands S.A.

2. Reason for the notification State
Yes/No

An acquisition or disposal of voting rights

An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached

An event changing the breakdown of voting rights

Other (please specify): Reconfirmation of holding under DTR Yes

3. Full name of person(s) subject to the notification obligation (iii): Dov Lachovitz

4. Full name of shareholder(s) (if different from 3.) (iv):

5. Date of the transaction (and date on which the threshold is crossed or reached if different) (v):

6. Date on which issuer notified: 17 April 2007

7. Threshold(s) that is/are crossed or reached: 3%

8. Notified details:

A: Voting rights attached to shares

Class/type of triggering shares if possible using the ISIN CODE	Situation previous to the Triggering transaction (vi)	Resulting situation after the transaction (vii)			
voting	Number of Shares	Number of Voting Rights (viii)	Number of shares	Number of voting rights (ix)	% of rights

Indirect	Direct	Direct	Indirect	Direct
		(x)	(xi)	
LU0229056949	179,756	179,756		3.73%

B: Financial Instruments

Resulting situation after the triggering transaction (xii)

Type of of financial voting instrument rights	Expiration date (xiii)	Exercise/ Conversion Period/ Date (xiv)	Number of voting rights that may be acquired if the instrument is exercised/ converted	%
--	---------------------------	---	---	---

Total (A+B)

Number of voting rights	% of voting rights
179,756	3.73%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable (xv):

Proxy Voting:

10. Name of the proxy holder:

11. Number of voting rights proxy holder will cease to hold:

12. Date on which proxy holder will cease to hold voting rights:

13. Additional information:

14. Contact name: Dov Lachovitz

15. Contact telephone number: 00 972 3 575 0631