

## **Giordano unveils new flagship store in the Philippines**

**July 5<sup>th</sup>, 2007, Hong Kong**

Giordano opened its new Philippines flagship store on June 30<sup>th</sup> in the TriNoMa (**Triangle in Northern MetroManila**) mall in Quezon City. Located on the 1<sup>st</sup> floor of the mall, the Giordano TriNoMa store occupies 427 sq meter of retail space and houses both men's and women's collections. With its contemporary design, clear zoning and striking product displays, the store offers customers a spacious and comfortable shopping environment.

TriNoMa is one of the largest shopping malls in the Philippines and houses almost 600 retail establishments, including a number of flagship stores and two department stores. TriNoMa also features a rooftop park to provide shoppers with a more cozy and relaxed environment. A bridgeway provides convenient access to the mall from Manila's Mass Railway Transit system.

“This year we celebrate Giordano's 18<sup>th</sup> anniversary in the Philippines since our launch in 1990. After years of development, today Giordano is well established as a premium brand here in the country. We are now actively opening bigger and nicer stores in line with Giordano's upmarket image and positioning,” remarked Mr. Larry Lim, General Manager of Giordano Philippines. Mr. Lim continued, “TriNoMa is probably the biggest, nicest and most easily accessible mall in northern Metro Manila area today. Many leading international big brands have opened flagship stores here. Given the mall's quality, convenient access and strong merchant mix, we believe TriNoMa will see strong traffic growth and we are confident that our store will soon become a key contributor for Giordano Philippines.”

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**Photo caption:**

Launched on June 30, 2007, the Giordano TriNoMa store in the Philippines, with its contemporary design, clear zoning and striking product displays, offers customers a spacious and comfortable shopping environment.

**About Giordano International Limited:**

Giordano International Limited is a leading international retailer of men's, women's and children's apparel under the brand names Giordano, Giordano Concepts, Giordano Ladies, Giordano Junior, Bluestar Exchange and BSX. Established in 1981, Giordano International now operates over 1,800 stores and counters in Greater China, Japan, Korea, Southeast Asia, Australia, India and the Middle East.

**For further information, please contact:**

William Yue

Telephone: +852.2746.4727

E-mail: [williamyue@giordano.com.hk](mailto:williamyue@giordano.com.hk)

Rosa Li

Telephone: +852.2746.3774

E-mail: [rosali@giordanogroup.com](mailto:rosali@giordanogroup.com)