

## **Giordano continues expansion in India with new stores in Delhi and Mumbai**

**January 28<sup>th</sup>, 2008, Hong Kong**

Giordano continues its expansion in India with three new store openings. The stores, located at Select City Walk Mall in Delhi and Mega Mall and Linking Road in Mumbai, carry the entire range of Giordano merchandise and accessories. In particular, the Linking Road store, located in close proximity to other major international and local brands in central Bandra in Mumbai, is also Giordano's first high street location in India.

"India is now a key focus of every international retailer because of its accelerating economic growth. Giordano's offering of quality and easy to mix and match apparel has proved popular among Indian customers, demonstrating the global appeal of the brand. Our presence in Delhi, Mumbai, Chennai and Ahmadabad will further strengthen Giordano's brand positioning in India," remarked Dr. Peter Lau, Chairman and Chief Executive of Giordano.

With the opening of these three stores, Giordano now operates six stores across India and the company plans to further expand into Bangalore, Hyderabad, Pune, Kolkata and other major cities. In addition to stand alone stores, Giordano is also looking to establish outlets inside leading department stores and in airport duty free developments.

- END -



**Photo caption for photo 1, 2 & 3:**

With the opening of new stores in Select City Walk Mall in Delhi (photo 1) and Mega Mall and Linking Road in Mumbai (photos 2 & 3), Giordano now operates six stores across India.

**About Giordano:**

Giordano 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* and *BSX*. Established in 1981, Giordano now operates 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@giordanogroup.com](mailto:williamyue@giordanogroup.com)

Rosa Li

Telephone: +852.2746.3774

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