

## **Giordano launches BSX in the Middle East with first store in Jeddah, Saudi Arabia**

**June 9, 2008, Hong Kong**

Giordano Fashions Middle East launched Giordano's new youth-oriented *BSX* brand at the Badriya Towers in Jeddah, the second largest city in Saudi Arabia. Additional stores are planned for Saudi Arabia and the UAE later this summer. Giordano Fashions Middle East targets to have 20 *BSX* stores across the region by 2010.

*BSX* is the latest addition to Giordano's portfolio of brands which also includes *Giordano Concepts*, *Giordano Junior* and *Giordano Ladies*. It is a youth-oriented brand that emphasizes personality and attitude. The main merchandise focus is on graphic T-shirts and jeans that are simple yet fashionable in styling. The collection is presented in an all black store environment with white accents that is both distinctive and modern, reflecting the smart and individualistic attitude of the younger generation.

"Jeddah is a great location to launch *BSX* knowing that it's the major urban centre of western Saudi Arabia, with a population of over 3.4 million. It's also considered the commercial capital of Saudi Arabia and the wealthiest city in the Middle East," said Sajid Sayed, general manager of Giordano Fashions Middle East.

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**Photo caption:**

The first *BSX* store in the Middle East was opened at the Badriya Towers in Jeddah, the second largest city in Saudi Arabia.

**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 1,900 stores and counters in Greater China, Japan, Korea, Southeast Asia, Australia, India and the Middle East.

**About Giordano Fashions Middle East:**

Established in 1993, Giordano Fashions Middle East (Giordano Middle East) is a joint venture between Emirates Trading Agency of Dubai and Giordano International Limited. Giordano Middle East operates about 150 stores and counters in the Middle East and Central Asia.

**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)