

Giordano opens three new flagship stores in Mainland China

August 15th, 2008, Hong Kong

Giordano continues its expansion in Mainland China with the opening of three new flagship stores in August. The stores, located in Guangzhou, Hangzhou and Wuhan, carry the full range of Giordano merchandise and accessories.

“One of Giordano’s key strategic objectives is to continue enriching and upgrading its brand image and product offering. The new flagship stores help us achieve this by providing the space to showcase our new collections to their best advantage. In addition, they occupy prime downtown locations in Guangzhou, Hangzhou and Wuhan and will go a long way to enhance Giordano’s presence in these markets and support our efforts to further expand in Mainland China,” remarked Bernard Mah Chuck On, Executive Director of Giordano International.

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Photo caption 1:

Exterior view of the Giordano flagship store in Guangzhou.



Photo caption 2:
Interior view of the Giordano flagship store in Guangzhou.



Photo caption 3:
Interior view of the Giordano flagship store in Hangzhou.



Photo caption 4:

Exterior view of the Giordano flagship store in Wuhan.

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

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