

## **Giordano Opens Flagship Store and Regional Office in Chengdu, China**

**September 30, 2008, Hong Kong**

The new Giordano flagship store in Chengdu opened its doors for business on September 14. Situated in a prime location on Chunxi Lu, Chengdu's main retail corridor, the store occupies the bottom three floors of a six-storey building that Giordano has leased. The rest of the building will be used for Giordano's new regional office to support its expansion into Western China.

"One of our strategic objectives is to continue our expansion in Mainland China. Currently we are relatively under-represented in second tier cities and the interior provinces. Such locations present great opportunities for us and we will devote extra effort in building Giordano's business there. A case in point is Sichuan where we presently have fewer than 30 stores, all of them in Chengdu and none of them a flagship. The new three-storey Chunxi Lu flagship is the ideal showcase to present a refreshed image and a richer collection to consumers in Chengdu and Sichuan. The store is quickly becoming a landmark on the Chunxi Lu retail corridor," remarked Bernard Mah Chuck On, executive director of Giordano International.

"We are using the upper floors of the building for our regional office, housing our sales, training, logistics and other back office functions in order to support the expansion of our network of self-operated and franchised stores in Western China," continued Mr. Mah.

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### **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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**Photo caption:**

The new Giordano flagship store has become a landmark on Chunxi Lu in Chengdu.



**Photo caption:**

The tasteful and spacious Chunxi Lu flagship store shows Giordano's new Fall/Winter 2008 collection to its best advantage.