

Giordano Refurbishes Guangzhou Flagship Store

September 30, 2008, Hong Kong

Giordano re-opened its Guangzhou flagship store for business on September 13 after a complete refurbishment. Located on the prime Beijing Lu pedestrian shopping district, the three-storey store is ranked among Giordano's top performing stores in Mainland China.

"This is the first major renovation of the store in over four years. We have done a number of facelifts to update its look but have stopped short of performing a complete refurbishment until we have settled on a new store concept. The new store concept presents a more contemporary and up-market image and provides the perfect backdrop to showcase our richer collections to consumers," remarked Bernard Mah Chuck On, executive director of Giordano International.

"With its prime location in the heart of Guangzhou, the Beijing Lu flagship store is an important landmark for both locals and tourists, and is ranked among Giordano's top performing stores in Mainland China. The refurbishment project underscores our commitment to grow our business in Mainland China. In addition to renovating our existing stores, we are also opening new flagship stores in key cities such as Guangzhou, Hangzhou, Wuhan, Chengdu and Beijing. We will also significantly increase our A&P activities to support our expansion," 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 refurbished Giordano flagship store on Beijing Lu, Guangzhou, presents a contemporary and up-market image to customers.



Photo caption:

The tasteful interior of the Beijing Lu flagship provides the perfect backdrop for Giordano's new Fall/Winter 2008 collection.