

## **Giordano opens three new stores in India**

**November 20, 2008, Hong Kong**

Giordano International announced the opening of three more stand-alone stores in India, taking the total store count to nine. The new stores, located in the Oberoi Mall and the Inorbit – Vashi Mall in Mumbai and the Kakade Center Point Mall in Pune, carry the full range of Giordano merchandise and accessories. In the last two years, Giordano has grown its network from two stores in Chennai to nine stores in five cities.

Ishwar Chugani, Executive Director of Giordano Fashions India Pvt. Ltd. remarked, “Mumbai serves as an important economic hub for the country, being the commercial centre of India. Meanwhile, Pune is rapidly emerging as an important urban centre. As such, both these cities are ideal for the brand.”

“Giordano’s growth in the country is not only driven by the booming retail industry but is also fuelled by the high fashion awareness among the present generation. Giordano as a brand has continually evolved along with fashion trends but most importantly it has been shaped by our customers’ needs. In line with our brand mission, we aim to make our customer Look Good and Feel Great,” continued Mr Chugani.

Giordano currently has four stand-alone stores in Mumbai, two in Chennai and one each in Pune, Ahmadabad and Delhi.

In addition to its stand-alone stores, Giordano also operates in Bangalore through shop-in-shops inside two Lifestyle department stores plus a counter in the new Bangalore International Airport. Giordano plans to further expand its presence through the launch of additional department store shop-in-shops and airport duty-free counters.

“Most Indians are already familiar with Giordano due to its strong presence in Asia and the Middle East. This has created a huge and growing demand which will sustain our further expansion into the country,” concluded Mr. Chugani.

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

With the opening of new stand-alone stores in Mumbai (photo 1) and Pune (photos 2), Giordano now operates nine 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 over 1,900 stores and counters in Greater China, Japan, Korea, Southeast Asia, Australia, India and the Middle East.

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