

Giordano presents “What’s T Today?” Crossover Tee Project

April 26th, 2009, Hong Kong

Following the success of the “World Without Strangers - Giordano Tee Project” in 2008, this year Giordano is collaborating with nine artists from China, Hong Kong, Taiwan, France and USA to present the Giordano 2009 Crossover Tee Project. This year’s theme is “What’s T Today?” and participating artists include:

Michael Lau / Hong Kong
Dorophy Tang / Hong Kong
So Real Real / Hong Kong
Ronan Leung / Hong Kong
Cheuk Wan Chi / Hong Kong
Tang Yan / China
no2good / Taiwan
Kuntzel + Deygas / France
Filip Pagowski / US

“We are pleased to have nine celebrated artists and designers from around the world participate in our crossover Tee project. Their different takes on the theme ‘What’s T Today?’, communicated via the graphic designs on this year’s crossover T-shirts, are all highly original and invariably thought-provoking and provide testimony to how the humble printed T-shirt has become both a platform for individual expression and a bridge in a ‘World Without Strangers’.” remarked Dr. Lau Kwok Kuen, Peter, Chairman and Chief Executive of Giordano. “The Giordano 2008 Crossover Tee Project was a great success and an inspiration for other crossover projects including the ‘Cheer U Up’ tee collection which we launched with Mr. Jim Chim to tremendous success. We are confident that our new ‘What’s T Today?’ collection will be another popular phenomenon.” continued Dr. Lau.



Photo Caption for photo 1&2:

Giordano collaborates with nine artists from China, Hong Kong, Taiwan, France and USA to present the Giordano 2009 Crossover Tee Project with the theme of “What’s T today”.



Photo Caption for photo 3:

The window display of Giordano stores is designed to resemble a giant calendar with different tees each day, conveying the message that “Everyday is a Tee Day”.

- END -

About the artists:

Michael Lau / Hong Kong

Michael Lau is a Hong Kong-based vinyl figure artist whose work has triggered the craze for action figures in Hong Kong. Since graduating from the Design First Institute in 1992, he has worked as a painter, a window display designer and in advertising. In 1998 Michael began the Gardner comic strip in East Touch magazine, with the theme based on young urban street artists. Eventually all of the characters he illustrated were released as figures, and his original and idiosyncratic style was an instant hit in the market. In 2004 he established his own gallery "Michael" and engaged in cross-media collaborations with international brands like Nike and Diesel etc.

<p>Design Concept 1 : T TODAY is <u>A PART OF US.</u></p> <p>The T-shirt is now essentially a part of our daily lives, as if it is part of our bodies, completely attached to us. You won't even question its existence, as you and your tee today have become one.</p>	<p>Men</p>  <p>Women</p> 
<p>Design Concept 2 : T TODAY is <u>...I DON'T KNOW.</u></p> <p>When there are thousands of T-shirt designs popping up every day, it is a tough question. Yet, we definitely still need it – just as essential as "T" is among the 26 letters of the alphabet – to convey a message. Whether we realize it or not, it's there, it's T today.</p>	<p>Women</p>  <p>Men</p> 


Dorophy Tang / Hong Kong

A Hong Kong graphic designer and illustrator, Dorophy Tang received her BA (Hon) in Industrial & Product Design from the Hong Kong Polytechnic University. Renowned for her fusion of Qing Hua Qi with pop art, Dorophy is a young contemporary artist on the rise, and her work 《1000% Be@rbrick Insane ABS》 was auctioned at Beijing in 2008. Her involvement in the Beijing Olympic and Paralympic Games also amazed the audiences. Allied with Adidas, her world exhibition tour 《Kicks Discovery》 in July 2008 was a blockbuster.

<p>Design Concept : T TODAY is <u>MODERN yet CLASSIC.</u></p> <p>The T-shirt today, as always, is a modern and popular apparel while the "Alphabet Eraser" is an old school item from our collective memory. The T-shirt still remains a classic—even as we reminisce about days gone by.</p>	<p>Women</p> 
--	--

So Real Real / Hong Kong

A graduate of the Department of Chinese and Translation of the Polytechnic University of Hong Kong, So Real Real grew up steeped in Hong Kong pop culture and craving for creativity. Now an educator, a columnist and also an illustrator, his works regularly appear in newspapers and magazines. His collection of “Picture Cards of Trendy Expression in Hong Kong Cantonese” debuted in 2008 shared with people the highly creative and original culture of Hong Kong “Slanguages”.

<p>Design Concept 1 : T TODAY is "<u>囧</u>"(GWING).</p> <p>"囧" the facial expression may be exaggerated, as the T-shirt somehow stuns you into amazement, unleashing infinite possibilities for the imagination. It's a revolution, a departure from the classics, against normality, expressing itself loudly and explicitly.</p>	<p>Men</p> 
<p>Design Concept 2 : T TODAY is "<u>十卜</u>"(support).</p>	<p>Men</p>

"十卜", in Cantonese, may be derived from the English pronunciation of the word "SUPPORT", but the true meaning of the term is faithful to the T-shirt spirit. It's fun, smart, special, and invites you to respond with your "十卜"!



Ronan Leung / Hong Kong

Ronan Leung is an illustrator and designer who graduated from the Hong Kong Polytechnic University majoring in graphic design. Based in Hong Kong, he has been working in the design industry for the past 5 years. His work is influenced by the 70s visual and pop art culture and inspired by what he saw in life. Previously with Eclosion, a street brand based in Hong Kong, he now works for AllRightsReserved, a creative studio based in Hong Kong.

Design Concept :
T TODAY is
MAIN COURSE.

From appetizer to dessert, the main course is the highlight of the meal. The T-shirt is like a delicious main course that really delights the diner.

Men



Cheuk Wan Chi / Hong Kong

A Hong Kong multi-media creator who is also an artist, an author and a screen-writer, Cheuk Wan Chi previously worked as a DJ at Commercial Radio Hong Kong where she created the radio drama and characters in <GC Goo-Bi Family>, <Merry-Go-Round> etc. She was also involved in movie production, published her own comics and proses and wrote the screenplay for the movies <Heros in Love>, <Merry-Go-Round>, <20:30:40>, <Exodus> and the online drama <Flirt> etc. In 2008, she curated the art project <Born to be a Witness> and while pursuing Fine Art studies in America.

<p>Design Concept : T TODAY is <u>MEET ME</u> <u>THERE.</u></p> <p>Whether you have noticed it or not, our fondness for the T-shirt is already THERE in our heart, an unspoken communion throbbing spontaneously with vivid delight.</p>	<p style="text-align: center;">Women Men</p> 
---	--

Tang Yan / China

Born in 1978, Tang Yan graduated from the Nanjing Art Institute in 2001, majoring in Fresco. After receiving further education at the Japan Electronics College, majoring in CG, he returned to China and started his career in game UI design & editing, as well as independent and innovative design for publication, illustration, sculpture etc. In his recent artistic works, he uses only two colors, black and white, together with simple color combinations and compositions to convey childhood purity.

<p>Design Concept : T TODAY is <u>HAPPINESS.</u></p> <p>Happiness is Simple, and the T-shirt is such, bringing happiness to everyone simply because we treasure it, just as we were happy with everyday novelties as children.</p>	<p style="text-align: center;">Women Men</p> 
---	--

no2good / Taiwan

A designer and illustrator from Taiwan, No2Good established his design studio HOSEE after graduating from the Graduate Institute of Design of National Taiwan Normal University. Besides being involved in the advertising and recording industries, No2Good is also the animated MV director for Taiwanese pop stars such as Yanzi Sun, May Day etc and he also designs idol figures for May Day and Fahrenheit. A close friend of Ashin of May Day, No2Good is also actively involved in May Day's MV production. No2Good is also co-founder of the T-shirt brand STAYREAL.

<p>Design Concept : T TODAY is <u>MYSELF</u>.</p> <p>The prototypical T-shape of the casual T-shirt allows great diversity in design, which is widely appreciated. No matter whether our fondness for T Today is based on print, colors or the message conveyed, its ultimate mission is still the pursuit of self-identity -- MYSELF is the perfect outfit!</p>	<p>Women</p> 	<p>Men</p> 
---	--	---

Kuntzel + Deygas / France

The French design duo Oliver Kuntzel and Florence Deygas have worked closely with Colette Paris for years. The duo's creations include the widely loved characters "Caperino & Peperone" for Colette Paris, and the impressive opening title animation created for the Hollywood director Steven Spielberg's action movie "Catch me if you can". Since establishing their Paris-based studio Add-A-Dog in 1990, Kuntzel & Deygas have worked with clients like Coca-cola and YSL. In May 2007, they launched the Isetan X Vogue X Colette exhibition for Cap & Pep, and in 2008 they collaborated with Harbour City in Hong Kong to create the limited edition Caperino & Peperone Umbrella, which gained a popular following in Hong Kong.

<p>Design Concept : T TODAY is <u>REX</u>.</p> <p>A new story told by Caperino & Peperone. Like the ancient PREDATORS, such as the T-REX, T TODAY dominates the communications world with the aggressive way it gets across its message: right in the center of the chest!</p>	<p>Women</p> 	<p>Men</p> 
---	---	--

Filip Pagowski / US

The New York based graphic artist Filip Pagowski has a strong artistic background. He served as apprentice with Henryk Tomaszewski at the Warsaw Academy of Fine Arts in Poland where he studied painting, illustration and poster design. Renowned as an illustrator for Comme des Garçon, his works have appeared in various media such as Comme des Garçons PLAY series, The New Yorker, Comme Des Garçons, Talk magazine, Saks 5th Avenue, Le Monde, Travel+Leisure, The New York Times,

Visionaire, Random House, Diane von Furstenberg etc.

<p>Design Concept – T TODAY is <u>ESSENTIAL</u>.</p> <p>Nowadays, the T-shirt is an essential item in your wardrobe list. As popular as whatever you see every day when you open your eyes. As natural as whatever your five senses can perceive.</p>	<table><tr><td data-bbox="692 396 954 427">Women</td><td data-bbox="954 396 1479 427">Men</td></tr><tr><td data-bbox="692 427 954 795"></td><td data-bbox="954 427 1479 795"></td></tr></table>	Women	Men		
Women	Men				
					

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. Giordano is listed on the Hong Kong Stock Exchange under the code 709.

For further information, please contact:

William Yue
Telephone: +852.2746.4727
E-mail: williamyue@giordanogroup.com

Rosa Li
Telephone: +852.2746.3774
E-mail: rosali@giordanogroup.com