

## **Giordano Unveils Brand New Look for Airport Shop**

**June 29<sup>th</sup>, 2009, Hong Kong**

After completing a top to bottom revamp, Giordano today reopened its store in the Hong Kong International Airport with a brand new look which incorporates the iconic “I♥HK” motif into the shop’s design. The shop uses simple lines and neutral colors to convey an easy yet confident sense of style, reflecting Giordano’s value of “quality” and “simplicity”. The overall effect of low key style and quality provides a sharp contrast with the luxurious décor of most other retail shops but works well with the architecture of the airport.

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**Photo caption:**

Giordano unveils a brand new look which incorporates the “I♥HK” icon into the design for its shop in the Hong Kong International Airport.

**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](mailto:williamyue@giordanogroup.com)

Rosa Li

Telephone: +852.2746.4774

E-mail: [rosali@giordanogroup.com](mailto:rosali@giordanogroup.com)