

Giordano Launches “Cheer U Up²” T-shirt Collection to Pump up Positive Energy in Hong Kong

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Following the successful launch of the Cheer U Up crossover T-shirt collection in March, Giordano has again joined Jim Chim, the icon of happiness in Hong Kong’s artistic and cultural industries, to launch Cheer U Up² T-shirts. The new collection features cheerier designs in a rainbow of colors in order to pump up the volume of positive energy in Hong Kong this summer. Mr. Jim Chim is joined by Mrs. Maria Cordero and the actors and students of Mr. Chim’s PIP Theater at the Cheer U Up² launch at the Giordano flagship store in Causeway Bay today.

“The first Cheer U Up collection was well-received by consumers. During the two month campaign we managed to sell 80,000 T-shirts, successfully bringing our message of joy to consumers,” said Mr. William Yue, Director of Corporate and External Affairs of Giordano. “The Cheer U Up² collection features over thirty new T-shirts designs in a rainbow of colors for men, women and children. Giordano hopes the launch of Cheer U Up² will further pump up the volume of positive energy and happiness here in Hong Kong,” Mr. Yue continued.

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

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Photo caption for photo 1 and 2:

Giordano joined hands again with Jim Chim to launch the new Cheer U Up² T-shirt collection this summer. Mr. William Yue, Director of Corporate and External Affairs of Giordano (photo 1: left) joined Mr. Chim and his celebrity friends to spread the message of cheer at the Giordano flagship store in Causeway Bay.



Photo Caption for photo 3:

The Cheer U Up² T-shirt collection features over 30 all-new designs in a rainbow of colors to appeal to men, women and children.