

Giordano joins SPCA (HK) and Hong Kong's Top Designers to launch "Tees for Animal Welfare" collection

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Giordano is pleased to join The Society for the Prevention of Cruelty to Animals (Hong Kong) ("SPCA (HK)") and ten of Hong Kong's top designers to produce a crossover T-shirt collection to educate the public about animal welfare and raise funds for the SPCA (HK). The "Tees for Animal Welfare" collection consists of ten special edition tees designed by ten leading Hong Kong designers, namely Dr. Kan Tai-Keung, Mr. Freeman Lau, Mr. Alan Chan, Mr. Stanley Wong, Mr. Tommy Li, Mr. Sandy Choi, Ms. Lilian Tang, Mr. Michael Miller Yu, Mr. Eric Chan and Mr. Eddy Yu. A catwalk show was held today at Giordano's Manson House flagship store in Tsimshatsui to kick off the campaign. Ms. Gigi Fu, President of the SPCA (HK), was joined by the ten participating designers as well as celebrities such as Ms. Kitty Yuen and Ms. Balia Chan in a show of support for the well-being of our four-legged friends.

"Thanks to the kind contribution by ten respected designers and Giordano, we can now bring animal welfare messages close to our heart. We love the idea and we believe that this very meaningful campaign can help to raise the concern on animal welfare to a new height," said Ms. Gigi Fu, President of the SPCA (HK).

"We are delighted to be able to work with the SPCA (HK) and Hong Kong's top design talents on the 'Tees for Animal Welfare' campaign. Giordano has long been committed to being a responsible corporate citizen and we welcome this opportunity to help the SPCA (HK) in bringing the message 'Respect All Lives' to the people of Hong Kong," remarked Ms. Iris Tang, Hong Kong Country General Manager of Giordano.

The "Tees for Animal Welfare" special edition T-shirts will be available for sale at selected Giordano outlets at HK\$190 each. The parties hope to raise HK\$200,000 with the campaign for the betterment of animal welfare in Hong Kong.

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Photo caption:

Ms. Gigi Fu, President of the SPCA (HK), was joined by the ten participating designers and celebrities such as Ms. Kitty Yuen and Ms. Balia Chan at Giordano’s Manson House flagship store in Tsimshatsui to launch the “Tees for Animal Welfare” campaign.

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 stock code 709.

About SPCA (HK):

The SPCA (HK) was formed in 1921 by a group of volunteers to campaign for the humane treatment and protection of animals. It continues to fight the abuse of animals, and works to promote understanding and educate the community about its responsibility to protect and co-exist with animals. The SPCA (HK)’s message is “Respect for life begins with concern for animals”.

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