

## Giordano launches F/W 2009 collection with Park Hae Jin

Shanghai - September 25<sup>th</sup>, 2009

The Korean TV celebrity Park Hae Jin has agreed to serve as Giordano's spokesman for the Greater China market. Mr. Park, who rocketed to fame following his appearance as the leading man in the hit TV series *The Seven Princesses of Legend*, announced the collaboration at a ceremony in Giordano's Shanghai Nanjing East Road flagship store today. He also used the occasion to launch Giordano's Fall/Winter 2009 collection.

"This year we decided to inject a shot of colour into our usually more subdued Fall/Winter palette to give the collection greater excitement and chase away the autumn blues. Hae Jin, with his wholesome 'boy next door' image and sunny personality, is the perfect choice to help us communicate this new attitude to consumers, and we look forward to working closely with him in the future" remarked Mr. Bernard Mah Chuck On, Executive Chairman of Giordano China.

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**Photo caption:**

With his wholesome "boy next door" image and sunny personality, Park Hae Jin is the perfect spokesman for Giordano.



**Photo caption:**

Mr. Park Hae Jin and Mr. Bernard Mah Chuck On, Executive Chairman of Giordano China, at the kick-off event at Giordano's Shanghai Nanjing East Road flagship store.

**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.

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