

Giordano Launches “Cheer U Up” Hoodies Collection

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Capitalizing on the success of the Cheer U Up campaign, Giordano joined with Mr. Jim Chim (“Jim Sir”), the icon of happiness in Hong Kong’s artistic and cultural industries, to introduce a new collection of Cheer U Up hoodies for Fall 2009. Jim Sir is joined by C-Kwan and 6-Wing of the hip-hop group FAMA at the launch of the Cheer U Up hoodies collection at Giordano’s Causeway Bay Capitol Centre flagship store today.

“The Cheer U Up campaign has been phenomenally successful. Since the launch of our first Cheer U Up T-shirt collection in March, we have sold over 200,000 T-shirts in Hong Kong alone. We therefore decided to work with Jim Sir on a line of Cheer U Up hoodies for Fall 2009. We are pleased that FAMA is joining Jim Sir and Giordano today to launch the line and help spread our message of joy to the people of Hong Kong,” said Ms. Iris Tang, Hong Kong Country General Manager of Giordano. “The Cheer U Up hoodies collection has over twenty new happy graphic designs for men, women and children to help pump up the volume of positive energy and happiness in Hong Kong,” Ms. Tang continued.

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Photo caption:

Jim Sir is joined by C-Kwan and 6-Wing of FAMA at Giordano's Capitol Centre flagship store in Causeway Bay to launch the new "Cheer U Up" hoodies collection.

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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