

Giordano opens new flagship store in Myung Dong, Seoul, its biggest in South Korea

December 8th, 2007, Hong Kong

Giordano Korea followed up on successful revamp of its Kang Nam flagship in April 2007 with the launch of a second flagship store in the commercial center of Myung Dong in Seoul. Opened on December 8th, 2007, the store occupies over 8,600 sq ft of retail space spread over three floors and is Giordano's biggest store in South Korea.

Myung Dong is the retail and entertainment hub of Seoul, and sees heavy traffic from both the local population as well as tourists. It is the key destination for young and trendy consumers seeking the latest in fashion, entertainment and dining. Numerous foreign and local brands have established megastores in Myung Dong and the area is the preferred launching pad for imported brands looking to enter the Korean market.

The Myung Dong flagship uses Giordano's latest store concept and features new façade, fixture and floor designs and a more subdued lighting scheme to produce a sophisticated environment and an enjoyable shopping experience for customers.

"We were motivated to open in Myung Dong not just by its huge business potential but also by strategic considerations. We will use the new three-storey flagship to showcase the new face of Giordano to consumers and build a more vibrant and sophisticated image for the brand," said Mr. Jun Seok Han, CEO of Giordano Korea. "Since its launch the Myung Dong store has performed beyond our expectations, evidencing positive consumer reception of our new direction," added Mr. Han.

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Photo caption for photo 1, 2 & 3:

The newly launched Giordano Myung Dong flagship store features new façade and interior designs as well as more subdued lighting to create a stylish shopping environment.

About Giordano International Limited:

Giordano International Limited 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*, *Bluestar Exchange* and *BSX*. Established in 1981, Giordano International now operates over 1,800 stores and counters in Greater China, Japan, Korea, Southeast Asia, Australia, India and the Middle East.

For further information, please contact:

William Yue

Telephone: +852.2746.4727

E-mail: williamyue@giordano.com.hk

Rosa Li

Telephone: +852.2746.3774

E-mail: rosali@giordanogroup.com