

Giordano Concepts Sponsors the 32nd Hong Kong International Film Festival

February 22nd 2008, Hong Kong

Giordano Concepts proudly announces that it is supporting the 32nd Hong Kong International Film Festival (“HKIFF”) as main sponsor. The 32nd HKIFF will commence on March 17th, 2008, showcasing nearly 300 films from 46 countries. This is the third consecutive year that the Giordano Group has supported the HKIFF.

This year’s HKIFF image promo features people from various walks of life dressed in the new *Giordano Concepts* Spring/ Summer 2008 collection, communicating the brand’s philosophy of simplicity, cool, chic and individuality and at the same time expressing the message “Real People | Reel Stories”, the theme of the 32nd HKIFF. In addition, *Giordano Concepts* will also be presenting highly collectible limited edition commemorative box sets to film lovers.

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Photo caption:

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

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