

Giordano wins AmCham's Hong Kong Brands Awards 2008

October 23, 2008, Hong Kong

Giordano was selected by the American Chamber of Commerce Hong Kong ("AmCham") as the winner of its Hong Kong Brands Awards 2008 in the category of Fashion and Apparel. This is the first time that AmCham is presenting the Hong Kong Brands Awards.

AmCham presents the Hong Kong Brands Awards in eight industry categories, namely Food & Beverage, Fashion & Apparel, Telecom, Consumer Electronics & Lifestyle Stores, Catering, Education & Training, Real Estate and Entertainment. The finalists are short-listed from over a hundred well known Hong Kong brands in an online poll that ranks each in the areas of "Brand Impression" and "Pride of Hong Kong". The winners are selected on the basis of an online survey conducted by the polling firm Harris Interactive on AmCham members' perception of each finalist's quality and value.

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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* 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.

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