

Giordano wins the Hong Kong Proud Brands Award 2008

November 28, 2008, Hong Kong

Giordano was the winner in the Hong Kong Proud Brands Award 2008 in the Fashion and Sporting Goods Retailer category. The Hong Kong Proud Brands Award is jointly organized by Ming Pao and the Chinese University of Hong Kong Marketing MSc program. This is the second consecutive year that Giordano has won the award.

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Photo caption:

For the second year running, Giordano was selected by Ming Pao and the Chinese University of Hong Kong Marketing MSc program to receive the Hong Kong Proud Brands Award.

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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