# GIORDANO
# BRAND PRESENTATION

GIORDANO

SINCE 1981

ESTABLISHED IN 1981, GIORDANO IS NOW ONE OF THE WORLD'S LEADING INTERNATIONAL RETAILERS OF CASUAL WEAR AND ACCESSORIES FOR MEN, WOMEN AND CHILDREN. OUR KEY STRENGTH IS PROVIDING HIGH-QUALITY, EASY-TO-WEAR CLOTHING AT AFFORDABLE PRICES.

# GIORDANO IS A WORLD BRAND FOR EVERYONE, EVERYWHERE

# GIORDANO

## VISION

TO BE THE BEST AND THE BIGGEST WORLD BRAND IN APPAREL RETAILING.

## MISSION

TO MAKE PEOPLE “FEEL GOOD” AND “LOOK GREAT”.

## CORPORATE VALUES – “Q-KISS”

**QUALITY** – DOING THINGS RIGHT

**KNOWLEDGE** – UPDATING EXPERTISE AND SHARING KNOWLEDGE

**INNOVATION** – THINKING OUT OF THE BOX

**SERVICE** – EXCEEDING CUSTOMER’S EXPECTATION

**SIMPLICITY** – “LESS IS MORE”

# GLOBAL PRESENCE...

GIORDANO HAS A LONGSTANDING, STRONG BASE IN ASIA AND THE MIDDLE EAST. WITH OVER 40 YEARS OF EXPERIENCE, WE NOW HAVE AROUND 1800 STORES IN MORE THAN 30 COUNTRIES ACROSS ASIA PACIFIC, THE MIDDLE EAST, AUSTRALIA AND AFRICA.

# SAUDI ARABIA

## JEDDAH

# SEOUL

GIORDANO
Hello
New
START
GIORDANO

GIORDANO
New
AUTUMN
GIORDANO
GIORDANO

GIORDANO
GIORDANO

# KOREA

# DUBAI

# UNITED ARAB EMIRATES

# KENYA

## NAIROBI

# THAILAND

## BANGKOK

# MAURITIUS

# GHANA

CAIRO

# EGYPT

# ALGERIA

# INDIA

ਜਿਓਰਡਾਨੋ
GIORDANO
ESTD-1981
GIORDANO
ਜਿਓਰਡਾਨੋ

GIORDANO
Flat
30%
OFF
On New
Arrivals

GIORDANO
snowhite
square

GIORDANO
snowhite
square

GIORDANO
GIORDANO

GIORDANO

Jammu and Kashmir
Himachal Pradesh
Chandigarh
Punjab
Uttarakhand
Haryana
Delhi
Rajasthan
Uttar Pradesh
Sikkim
Arunachal Pradesh
Assam
Meghalaya
Nagaland
Manipur
Mizoram
Tripura
Bihar
Jharkhand
West Bengal
Kutch
Gujarat
Saurashtra
Madhya Pradesh
Chhattisgarh
Orissa
Daman and Diu
Gulf of Cambay
Dadra and Nagar Haveli
Maharashtra
Telangana
Andhra Pradesh
Goa
Karnataka
Puducherry
Tamil Nadu
Kerala
Lakshadweep
Andaman and Nicobar Islands

# HONG KONG

GIORDANO
Windbreakers

GIORDANO
I LOVE HONG KONG

GIORDANO
SILVERMARK

# THE GIORDANO STORY

**1981** GIORDANO WAS FOUNDED IN HONG KONG

**1985** GIORDANO COMMENCED EXPANSION INTO OTHER ASIA MARKETS WITH FIRST STORE IN SINGAPORE

**1991** GIORDANO LISTED ON THE HONG KONG STOCK EXCHANGE

**1992** ENTERED THE MAINLAND CHINA MARKET AND ESTABLISHED REGIONAL OFFICE

**1993** GIORDANO ENTERED THE ARAB WORLD WITH FIRST STORE IN DUBAI, UAE. THE BRAND CONTINUED EXPANDING INTO MIDDLE EASTERN COUNTRIES FROM THERE ONWARDS

**2000** GIORDANO WON KOREAN ECONOMIC DAILY'S BEST CASUAL BRAND AWARD, AND AWARDED AS EMERGING MARKET LEADER BY WORLD ECONOMIC FORUM

**2007** THE WALL STREET JOURNAL ASIA NAMED GIORDANO MOST INNOVATIVE COMPANY IN HONG KONG. THE GROUP RE-BRANDED BLUESTAR EXCHANGE TO BSX WHICH FEATURED A YOUNGER, MORE URBAN COLLECTION
WWS CUSTOMER LOYALTY PROGRAM WAS LAUNCHED GLOBALLY.

**2009** GIORDANO INAUGURATED A NEW DESIGN CENTER IN DONGGUAN TO FOSTER CLOSER COLLABORATION WITH SUPPLIERS

**2013** GIORDANO MIDDLE EAST WAS RANKED 19TH BY FORBES MAGAZINE AS "TOP 100 MAKING AN IMPACT IN THE ARAB WORLD" GIORDANO WON EMERGING MARKET RETAILER AWARD IN LONDON

**2015** GIORDANO FOOTPRINT COVERED OVER 2,300 STORES IN 40 COUNTRIES ACROSS ASIA, AUSTRALIA, AFRICA, CANADA, CENTRAL AMERICA, EASTERN EUROPE, CENTRAL ASIA AND THE MIDDLE EAST

**2017** GLOBAL RETAIL REVENUE REACHED USD 1 BILLION

**2018** 1ST STORE IN PARIS OPENED

**2019** GIORDANO ENTERED THE AFRICAN CONTINENT AND OPENED THE 1ST STORE IN MAURITIUS. AT THE SAME TIME, WE EXPANDED OUR DISTRIBUTION NETWORK IN THE SOUTH AFRICA

**2020** 1ST STORE IN KENYA OPENED

**2021** 1ST STORE IN GHANA OPENED

**2022** 1ST STORE IN EGYPT OPENED

**2023** 1ST STORE IN ALGERIA OPENED

GIORDANO
world without strangers

# THE GIORDANO FAMILY

GIORDANO
*World without Strangers*

GIORDANO
junior

G-MOTION™
SILVERMARK

giordano ladies

Beau Monde

GIORDANO
EVERYDAY MOTION

**"WORLD WITHOUT STRANGERS"**

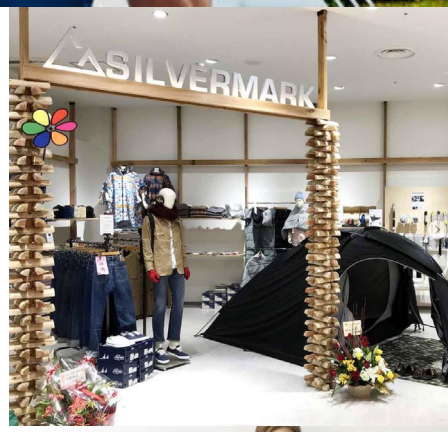
GIORDANO

*world without strangers*

**GIORDANO** IS A WORLD BRAND RECOGNIZED FOR ITS GOOD QUALITY. ITS CONSISTENT FOCUS ON SIMPLICITY, QUALITY AND SERVICE HAS HELPED TO CREATE A SIGNATURE LOOK, FEATURING RELAXED, EASY-TO-WEAR FASHION PIECES THAT CAN BE READILY MIXED-AND-MATCHED TO SUIT ANY OCCASION, MOOD OR PLACE. CUSTOMERS CAN BE ASSURED "TO FEEL GOOD AND LOOK GREAT". THE ESSENCE OF GIORDANO IS TO DEVELOP APPAREL FOR EVERYONE REGARDLESS OF ETHNICITY, NATIONALITY OR CULTURE, TRULY ILLUSTRATING ITS BRAND VALUE OF

**"WORLD WITHOUT STRANGERS"**

# G-MOTION™




IN 2016, **G-MOTION** WAS ESTABLISHED AS AN ATHLEISURE BRAND THAT DELIVERS INNOVATIVE FUNCTIONAL LIFESTYLE WEAR.

TOGETHER WITH **SILVERMARK**, ITS PREMIUM LINE FEATURES OUTDOOR AND INDOOR SPORTS AS WELL AS URBAN CASUAL WEAR, G-MOTION WERE WELL RESPONDED BY CUSTOMERS WHO ARE KEEN ON OUTDOOR AND FITNESS ACTIVITIES.

THE SIGNATURE FOR G-MOTION AND SILVERMARK BY G-MOTION IS SIMPLE DESIGNS COMBINED WITH DECENT WORKMANSHIP AND PERFORMANCE FUNCTIONS, WHICH CAN BE WORN COMFORTABLY FOR EVERY DAY INDOORS AND OUTDOORS ACTIVITIES.  THE COLLECTIONS CAN BE MATCHED AND STYLED WITH ANY OTHER CLOTHING FOR SPORTS ACTIVITIES OR JUST TO CREATE A SLEEK AND ON-TREND SPORTY LOOK.

# GIORDANO junior

**GIORDANO JUNIOR** OFFERS A WIDE ASSORTMENT OF COLOURFUL, FUNCTIONAL AND STYLISH CHILDREN'S WEAR FOR AGED 3 – 14. OUR DESIGNS ALLOW EASY MIXING AND MATCHING TO GIVE EXPRESSION TO A YOUNG PERSON'S UNIQUENESS AND DEVELOPING INDIVIDUALITY.

SAFETY, QUALITY AND COMFORT HAVE BEEN THE CORE VALUES GUIDING GIORDANO JUNIOR SINCE ITS DEBUT IN 1998. AS SUCH, ALL OUR PRODUCTS MUST UNDERGO STRINGENT QUALITY CONTROL CHECKS TO ENSURE THAT THEY MEET THE HIGHEST SAFETY AND QUALITY STANDARDS.

giordano/ladies

# OUR BRAND PHILOSOPHY

CLEAN | SIMPLE | MODERN CLASSIC | TIMELESS| PERSONALITY

GIORDANO LADIES, THE MOST UPSCALE AMONG GIORDANO'S BRANDS, CATERS TO WOMEN TO IMPECCABLE FASHION TASTE. LAUNCHED IN 1997, ITS CONTEMPORARY INTERPRETATION OF SIMPLE, CLEAN, TIMELESS AND MODERN CLASSIC DESIGNS AIMS TO BRING OUT WOMEN'S PERSONALITY. DISTINGUISHED FOR ITS STORE DESIGN, SUPERIOR PRODUCT QUALITY AND INTIMATE CUSTOMER SERVICE, GIORDANO LADIES HAS RAISED THE BAR FOR HIGHER-END FASHION WITH NEW VALUABLE SHOPPING EXPERIENCE.

WE BELIEVE "TO BE TRULY BEAUTIFUL IS TO HAVE GREAT STYLE.
IT'S WHAT WE REALLY WEAR, WHAT WE PUT ON WHEN WE DON'T NEED TO IMPRESS ANYBODY, BE ANYBODY, WHAT GIVES US COMFORT.

# Beau Monde

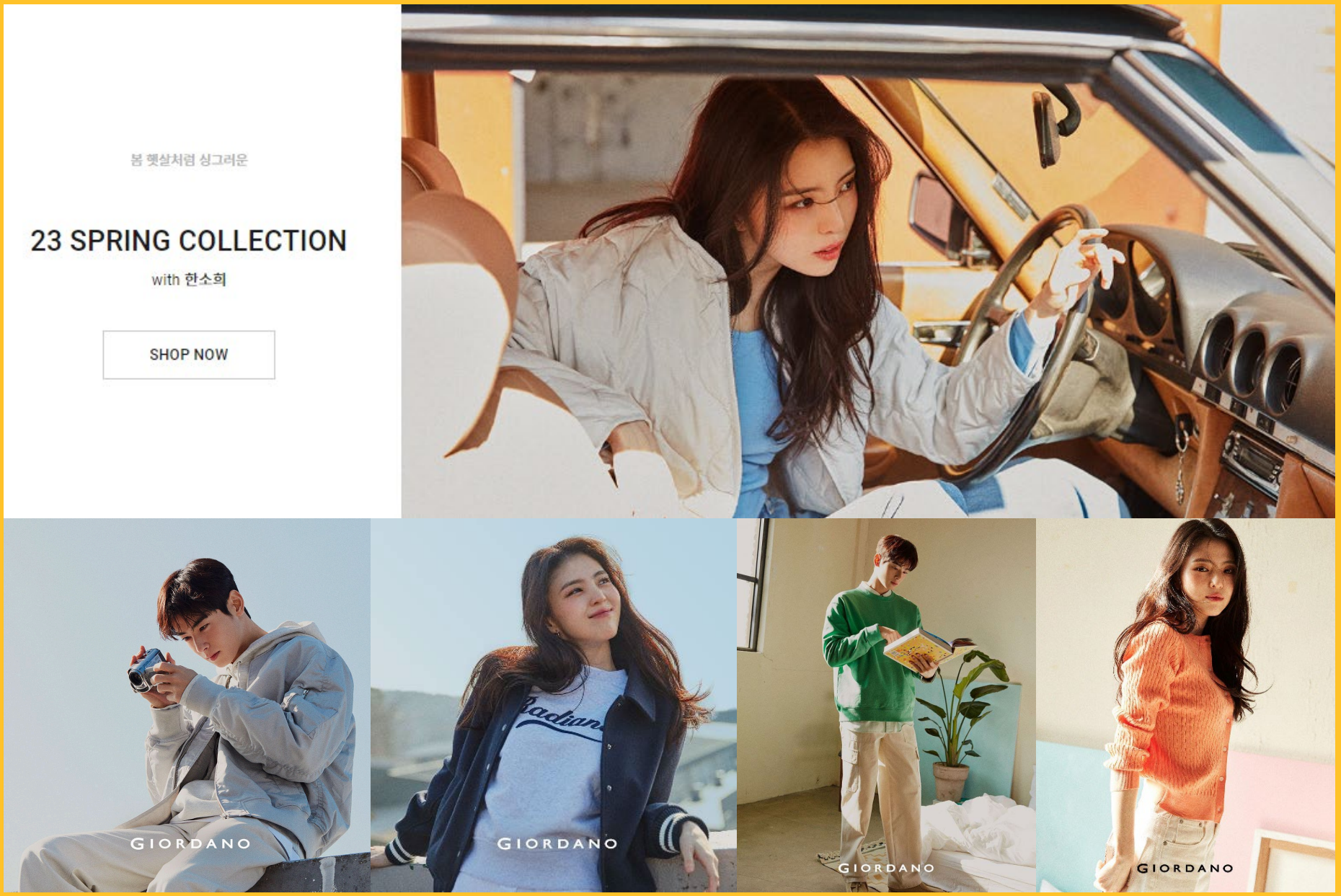
FIRST LAUNCHED IN 2014, BEAU MONDE IS A BRAND INSPIRED BY THE CULTURE AND SOUTHERN FRANCE— CLASSIC IN DESIGN AND SIMPLE IN CUTTING. PRODUCTS ARE HIGH QUALITY, YET COST-FRIENDLY, WITH CUSTOMERS WHO PURSUE CLASSIC STYLES IN MIND.

TEAM FAMILY
GIORDANO

GIORDANO CORE PRODUCTS CONTRIBUTE A SUBSTANTIAL PERCENTAGE OF THE BRAND'S SALES. THEY ARE AVAILABLE THROUGHOUT THE YEAR THUS EASY TO MANAGE AND VOLUME ORIENTED.

POLO SHIRTS CHINO JOGGER

# GIORDANO KOREA BRAND AMBASSADOR 2023 – HAN SO HEE AND CHA EUN WOO



# “BE A TIGER! BURNING BRIGHT!” CHINESE NEW YEAR CAMPAIGN FEATURING DISNEY’S TIGGER

## CAMPAIGN WITH HARRY POTTER

## SILVERMARK X KUMAMON COLLECTION SS23

SILVERMARK

# COLLABORATION WITH THE WORLD RENOWNED DJ HASEBE IN JAPAN

# “WELCOME TO MY ROOM” CAPSULE COLLECTION

# GIORDANO INDONESIA X KOMIKAZER COLLABORATION WITH A NATIONAL DAY BESPOKE COLLECTION

# BEST MIDDLE EAST AND NORTH AFRICA (MENA) RETAIL BRAND GOLD AWARD – 2022

GIORDANO WAS AWARDED THE COVETED BEST MIDDLE EAST AND NORTH AFRICA (MENA) RETAIL BRAND GOLD AWARD. IT WAS MIDDLE EAST COUNCIL OF SHOPPING CENTRES & RETAILERS (MECS+R).

PRESENTED AT A PACKED AWARDS CEREMONY ATTENDED BY OVER 400 REGIONAL AND INTERNATIONAL RETAIL AND SHOPPING MALL OWNERS AND PROFESSIONALS, THE 2022 MENA AWARDS IDENTIFY AND HONOR THE SHOPPING CENTRES, RETAILERS AND INDIVIDUALS THAT HAVE DEMONSTRATED AN UNPARALLELED ABILITY TO SUCCEED, CONTINUALLY SET STANDARDS OF EXCELLENCE, AND IMPLEMENT INNOVATION AND CREATIVITY THROUGHOUT THE INDUSTRY.

# GLOBAL RETAILER OF THE YEAR AWARD – BY RETAIL & LEISURE INTERNATIONAL (RLI) 2022

THE GLOBAL RETAILER OF THE YEAR AWARDS SOLIDIFIED GIORDANO'S POSITION AS A WORLD-CLASS OPERATOR ACROSS ALL FACETS OF ITS BUSINESS, DELIVERING EXCEPTIONAL RETAIL EXPERIENCES, GROWTH, AND INNOVATIVE CHANGE TO REFLECT EVOLVING INDUSTRY TRENDS. BASED IN LONDON, RETAIL & LEISURE INTERNATIONAL (RLI) IS THE ONLY GLOBAL MAGAZINE DEDICATED TO THE RETAIL AND LEISURE SECTORS, CONFERRING AWARDS ACROSS 18 CATEGORIES.

# 2015 GLOBAL RETAIL & LEISURE INTERNATIONAL AWARDS

GIORDANO INTERNATIONAL HAS BEEN NAMED 2015 INTERNATIONAL RETAILER OF THE YEAR AT THE GLOBAL RLI AWARDS, WHICH WAS HELD IN DUBAI. THIS AWARD OFFERS THE OPPORTUNITY TO HONOR THE INTERNATIONAL RETAILER THAT HAS ACHIEVED GREAT THINGS IN THE PAST YEAR.

# 2023 PRESS CONFERENCE IN INDIA TO ANNOUNCE THE ACCELERATED GROWTH PLAN

# COLLABORATION WITH NATIONAL SPORTS TEAM

GIORDANO'S SPONSORSHIP TO THE WOMEN'S NATIONAL RUGBY TEAMS, KAZAKHSTAN RUGBY FEDERATION AND THE FÉDÉRATION TUNISIENNE DE RUGBY ("TUNISIA RUGBY") AT THE WORLD RUGBY SEVENS REPECHAGE TOURNAMENT, HELD IN MONACO FROM 19-20 JUNE 2021.

GIORDANO

ACT
AKSI CEPAT TANGGAP
CARE FOR HUMANITY

# FUNDRAISING EVENT FOR FLOOD VICTIMS IN INDONESIA

# THANK YOU

GIORDANO

SINCE 1981