

Giordano China Enters into Partnership Programme with Star Studios and Mobile Library

July, 2021, China

The South China Command Center of Giordano International Limited (HKEx: 709) ("**Giordano**" or the "**Company**") confirmed its official partnership with Star Studios and Mobile Library ("**Star Mobile Library**").

Since 1996, Star Mobile Library has operated a mobile library in the form of a large converted truck, which continuously tours twelve rural and remote villages in and around Guangdong Province. The organisation has also recently begun to offer bespoke training programmes to the parents and caregivers of children with special educational needs (SEN), so that they too will be able to enjoy reading the books in the mobile library and enhance their development.

The first event organized under the partnership was a charitable t-shirt auction involving artwork designed by the village children, including the SEN children, printed onto Giordano Junior's t-shirts using the Company's PTO (print-to-order) service, as well as a donation of books from Giordano to Star Mobile Library.

Mr Danny Zhang, Associate Marketing & Creative Director of Giordano said, "*We actually had many events lined-up with Star Mobile Library, including volunteer work for our staff in the remote villages, and a fashion show involving the children from the villages to showcase their design work and to raise awareness for Star Mobile Library's good work - these were, unfortunately, thwarted by the pandemic*". He concluded, "*We will continue to do good in the areas which we operate in, because this is part of Giordano's culture and fabric. We will continue to engage with communities in need, and, in the case of Star Mobile Library, will roll-out our partnership plans in full when the situation improves*".



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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 Ladies*, *Giordano Junior*, *BSX* and *Beau Monde*. The Company also operates world-famous apparel and sports brands in certain markets under franchise or license agreements. Established in 1981, Giordano now operates over 2,100 stores and counters in Greater China, South Korea, Southeast Asia, Australia, India and the Gulf Cooperative Council (GCC). Giordano is listed on the main board of Hong Kong Stock Exchange under stock code 709.