

Beau Monde Enters Taiwan Market

1st May 2017, Hong Kong

Affordable casual wear brand Beau Monde by Giordano International Limited (the “Group” or “Giordano”) has entered the Taiwan market to capture the growing local hypermarket business.

At the date of this news release, Beau Monde has 6 outlets in Taiwan and 14 outlets in China, including both directly-operated and franchised outlets. It also has an expanding online distribution channel and wholesale market.

Beau Monde was launched in 2014, offering basic, comfortable everyday clothing and targeted at price-conscious shoppers.

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