

Lowe Alpine Silvermark Eyes Expansion into New Markets

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Outdoorwear brand Lowe Alpine Silvermark has confirmed that it will be rolling out a shop expansion programme and shops will be opening in 4 new markets in Q4, 2017.

The brand, which has been managed by Giordano International Limited since 2014, will be offering its unique range of fashionable, yet functional outdoor wear in Japan, Taiwan, the Philippines and Saudi Arabia towards the end of the year. The brand's first standalone shop opened in Beijing in 2016.

"Having successfully established ourselves in Hong Kong and Taiwan over the last few years, many regions have taken an interest in our fashionable, yet highly functional and price-competitive outdoor wear, so we think now is the right time to venture into new pastures further afield" said Silvermark Co-Brand Manager, Alvin Sie.

Low Alpine Silvermark was established in 2014, initially as a premium crossover collection between Lowe Alpine and Giordano. The collaboration then became a permanent fixture under the Giordano Group in 2016. 2017 marks the 50th anniversary of Lowe Alpine.

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