

Giordano Showcases its 2017 Fall/Winter Collection in China

29th August 2017, Hong Kong

Giordano yesterday showcased its 2017 fall/winter collection for China in a fashion show held at the Mandarin Oriental Guangzhou.

Adopting a creative story-telling form of presentation using various backgrounds which were inspired by daily life, the merchandise was presented dynamically and interactively.

“Innovation has always been part of Giordano’s DNA. Thus, we have been exploring different methods to promote our brand to our customers as well as our franchising partners in a way that is appropriate for an international brand,” said Danny Zhang, Head of Marketing & Project Team Leader of Giordano Guangzhou.







(Selected scenes of Giordano 2017 fall/winter collections fashion show)

Appendix:

1. *Media coverage on Guangzhou TV(GZTV), <http://art.gztv.com/2017/0902/85238.shtml>*
2. *Full version review of the presentation available on Tencent Video, <http://v.qq.com/x/page/p05435p96az.html>*

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