

Giordano Singapore Joins PAssion Card Merchant Network

November 2020, Singapore

Giordano Singapore has become a PAssion Card merchant in the Lion City.

Introduced in April 2005, the PAssion Card is a membership card of the People's Association ("PA"), a statutory board that oversees neighborhood grassroots communities and social organizations, and promotes harmony and social cohesion in Singapore.

Giordano's participation gives it access to the PA's 2.2 million-strong PAssion Card membership.

Apart from offering exclusive privileges for a range of courses, activities and programmes, the PAssion Card also offers promotions via tie-ups with a host of lifestyle merchants and partners.

PAssion Cardholders will enjoy discounts of between 10-15% on any purchases at Giordano Singapore's retail outlets, valid until 31st October 2021.

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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*. Established in 1981, Giordano now operates over 2,100 stores and counters in Greater China, South Korea, Southeast Asia, Australia, India and the Middle East. Giordano is listed on the main board of Hong Kong Stock Exchange under stock code 709.