

## **Giordano's City Centre Deira Store Awarded 4-Stars in Green Star Awards for Environmental Efforts and Sustainability**

**November, 2020, United Arab Emirates**

Giordano's City Centre Deira store has been awarded 4 Stars in the Green Star Awards ceremony, which was held at the vibrant 'INDOORS' pop-up space in City Centre Deira, Dubai.

The Majid Al Futtaim group, which owns City Centre Deira and an impressive network of other shopping malls, retail, and leisure establishments in the Middle East and North Africa, recognized its tenants' environmental efforts and commitment to sustainability with its prestigious Green Star Awards. The Green Star Rating system ("**Green Star**") is a pioneering initiative which assesses tenants' sustainability policies and certain environmental and social aspects relevant to their fit-outs and operation. It encourages all mall tenants to follow Green Star sustainability rating standards. In recent years, over 600 stores have participated each year, with only less than half receiving 3 Stars or more.

Green Star is modelled on the United States' '*Leadership in Energy and Environmental Design*' standards (LEED), the points-based rating standard that concerns the design, construction, operation, and maintenance of green buildings, malls and neighborhoods.

*"This award is a testament to Giordano's ongoing commitment towards being a responsible corporate citizen. We are fully dedicated, not only towards delivering quality products and service to our customers, but also creating a positive impact in the communities where we conduct our business",* said Ishwar Chugani, Managing Director of Giordano Middle East. He concluded, *"Our City Centre Deira store will act as a beacon for our ongoing development, as we strive to make all our stores more sustainable and environmentally-friendly"*.

Giordano was also awarded the Long-Standing Award for being a business partner with the Majid Al Futtaim group for 25 years, ever since the inception of City Centre Deira in 1995.

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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.