

Giordano Mauritius Celebrates Anniversary with the Opening of its Newest Store at Bagatelle Mall

December, 2020, Mauritius

Giordano has celebrated its first year of operations in Mauritius.

Having initially opened four stores towards the end of 2019 in the popular Riche Terre mall, and the bustling Rose Hill, Curepipe and Quatre Bornes districts, Giordano Mauritius celebrated its anniversary in style, unveiling its fifth and newest store in the impressive Bagatelle Mall.

The Bagatelle Mall was inaugurated in 2011. The first phase stretches over 42,000 m² and includes over 140 shopping outlets, a food court and restaurants, cinemas and a hotel. The second phase was opened in 2015, covering an additional 9,000 m².

Mark Loynd, Executive Director and Head of Overseas Market Development at Giordano International Limited, reflects on the exciting year for Giordano and its franchise partner in Mauritius: *“The fact that [Giordano Middle East MD] Ishwar Chugani, [Overseas Market Development Manager] Hoying Lee and I all flew together to Mauritius last year to greet our local partners, and the fact that we opened 4 stores in quick succession lays testament to the confidence we had in the Mauritius market from the outset. I could not be happier with the progress we’ve made there, and am confident that Giordano will continue to expand in Mauritius in the near future”.*

Mr Ishwar Chugani continued: *“When we visited Mauritius in December 2019, I remarked that Mauritius was a beautiful, inclusive nation which embodies our own brand ethos, ‘World Without Strangers’, and that we were confident Mauritius would welcome us. Mauritius has indeed welcomed us with open arms, and I cannot thank our local partners enough for their dedication, support and belief in us. We look forward to many more years of cooperation and serving both them, and our customers in Mauritius, with our signature customer service”.*

On the opening of the latest Giordano store in the Bagatelle Mall, Ms Hoying Lee added: *“The Bagatelle Mall is one of the finest shopping destinations Mauritius has to offer – when we visited back in 2019, our team had already earmarked the Mall as one of our prime target locations. Its dominant presence and comprehensive retail and leisure options attract diverse shoppers from all over the island. The Mall merges the world’s most desirable brands, shopping, entertainment and leisure all in one majestic setting – and despite being a mall of truly global standards, it still retains a true Mauritian island feel”.*

The launch party of the Giordano shop at the Bagatelle Mall took place over the course of the weekend, with a DJ and emcee, photo booths and an official photographer, as well as in-store golf and other games to offer customers additional, limited time-only prize and rewards.



- END -

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.