

Giordano Kenya Opens Third Store in Nairobi

December, 2020, Kenya

Giordano has opened its third store in the Kenyan capital of Nairobi, unveiling its 100 m² store at the Two Rivers Mall.

Two Rivers Mall sits on approximately 67,000 m² of land and is the largest shopping center in Sub-Saharan Africa outside of South Africa. With over 200 stores offering local and international experiences, there are also hotels, offices and residential complexes under development in the locale.

This follows the successful opening of two earlier shops in Nairobi, including the Garden City Mall shop, which occupies a prime 130 m² location next to the iMax theatre in the 100-shop mall, and the Junction Mall shop, which occupies a 57 m² location in the 115-shop mall.

“We opened our first store in Kenya in February 2020, and by the end of the year, we managed to open a further two stores in Nairobi” said Ms. Hoying Lee, Giordano’s Overseas Market Development Manager. She concluded, *“We are grateful to our franchise partner for their dedication, support and belief in Giordano. We are confident in the Kenyan market, and look forward to further developing our business there”*.



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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.