

Giordano Rolls-Out Enhanced Sanitization and Customer Care Measures in Stores

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Giordano has commenced the roll-out of its enhanced sanitization and customer care measures at its Hong Kong stores, introducing Cordless Airless Disinfectant Spray Guns (the “CAD Spray Gun”) and portable sanitization chambers to treat its clothing.

The innovative CAD Spray Gun uses airless technology to release a concentrated spray mist that effectively disinfects prevalent virus, germs and bacteria, and will be used in Giordano shops to treat clothing both before and after fitting.

To optimize the sanitization, certain shops will also be equipped with portable sanitization chambers to house the clothing during the CAD Spray Gun treatment process.

Dr Gary Chan, Giordano’s Chief Operating Officer and Executive Director, said: *“‘Innovation’ and ‘Service’ are two of Giordano’s key corporate values. During these trying times, we remain totally customer responsive and relentless in our efforts to protect both our staff and our valued customers”.*

The enhanced sanitization and customer care measures will be phased into select Giordano stores across Hong Kong in the near future.



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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.