

Giordano Mauritius Celebrates Anniversary with Inaugural Fashion Show

March, 2021, Mauritius

Giordano Mauritius brought in the New Year and celebrated its anniversary in style with its inaugural fashion show, held at the glitzy Hennessy Park Hotel in Ebene, Mauritius.

The show was staged at the hotel's private beach, having converted the fashionable and vibey Backstage lounge bar into an interactive runway, and would act as a curtain-raiser to the ensuing concert featuring, among others, DJ and EDM star, Jimmy Gassel.

The fashion show, which was held in conjunction with Essentielle Magazine and supported by other major media outlets, including Lifestyle Magazine and L'Express, was attended by over 1,000 guests in a night of music and lights. Giordano Mauritius showcased over 20 outfits consisting of their best-sellers and pieces from the forthcoming S/S21 collection.

Despite the relaxation of official social distancing measures on the Indian Ocean island nation, Giordano embraced a new channel with a live-stream of the red-carpet show via Facebook.

"The show was Giordano's virgin voyage on the catwalk in Mauritius. The attendance and coverage lay testament to our local partner's commitment and how far the brand has come in such a short period of time", said Mr Mark Loynd, Executive Director and Head of Overseas Market Development at Giordano International Limited. He concluded, *"The event was a celebration of our acceptance by our customers in Mauritius, who have welcomed us since the beginning. We will continue to work tirelessly, and with humility to continue serving them with the best that we have to offer".*





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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.