

Giordano China Launches Print-to-Order Service

March, 2021, China

Giordano International Limited (HKEx: 709) has launched its print-to-order (“PTO”) service in China via its official WeChat Mini Program.

China becomes the second and by far the largest market to fully roll-out the PTO service, following Hong Kong’s announcement regarding its PTO offering in January 2021.

The PTO service is a one-stop solution that allows customers to choose from Giordano’s extensive library of unique prints, as well as to select their desired T-shirt size and colour in its WeChat Mini-Program via smartphones, computers and other devices. They can also upload photos and add personal messages, or select and modify the graphics and fonts available in the Mini-program.

Once customers submit their design, the T-shirt will be ready within 24 hours, with the finished product dispatched via courier. The PTO service is also available for hooded sweatshirts.

Giordano China’s PTO capabilities also dramatically improve its effectiveness in handling custom uniform orders, offering bespoke services to a broad spectrum of customers, ranging from individual customers through to SME’s and multinational corporations.



- 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.