

Giordano West China Pays Homage to Essential Workers with Cherry Blossom T-Shirt Campaign

April, 2021, Wuhan, China

Giordano's West China Command Centre ("**Giordano West China**") recently launched a T-shirt campaign to pay homage to Wuhan's essential workers.

Entitled "*We Shall Meet Again When the Flowers Blossom*", the campaign pays tribute to the city's first responders, frontline health care and medical professionals, school teachers as well as workers in the food, public transport and courier services.

As part of the campaign, Giordano West China held a celebratory fashion show, and installed store-wide displays of the campaign images with messages of thanks to the essential workers. The accompanying commemorative white T-shirt features the petals of Wuhan's renowned cherry blossoms as well as the Yellow Crane Tower, a landmark in the city dubbed '*The First Scenery Under Heaven*'.

"Wuhan's cherry blossoms are in full bloom right now, delivering Spring to the city together with a message of hope and renewal," said Ms Ada Tan, General Manager of Giordano West China. She concluded, *"The crux of this campaign is to express our gratitude to our essential workers, and to the city and the people of Wuhan itself, who supported each other and persevered through these most challenging of times"*.





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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.