

Giordano China Launches Official Online Store on Tik Tok with O2O Capabilities

April, 2021, Guangzhou, China

Giordano International Limited (HKEx: 709) celebrates the launch of its official online store on Tik Tok.

With the changes in consumer behavior and the increasing popularity of Tik Tok and other social media platforms brought about by the Covid-19 pandemic, Giordano China has officially established Giordano's Tik Tok account.

The account, which is managed by the Group's marketing team headquartered in Giordano South China's base in Guangzhou, will create a further Giordano online retail experience for its customers and an opportunity to enhance and reshape the brand's image in the near future.

Mr Danny Zhang, Associate Marketing & Creative Director of Giordano said, *"2021 is the year Giordano reshapes its social media. With a refreshed approach and adopting interactive communication methods, we hope to reach out to our longstanding customers as well as appeal to a new generation of Giordano customers"*. He concluded, *"Interactive media such as Tik Tok affords us greater space for innovation, paving the way for new experiences and events, such as KOL live sales, KOL shops and online bazaars. These can be applied as O2O solutions that can directly benefit the physical shops of our franchisees and authorized dealers, as well as our own directly operated stores. Our new Tik Tok platform will be a shop window for customers to see and feel the changes and upgrades to the Giordano brand in China"*.



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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.