

Silvermark by G-Motion and ELEBBIT Launch “Silvermark Explorer” Crossover Collection

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Silvermark, the premium collection of Giordano’s athleisure-centric G-Motion brand, has reunited with Taiwanese design workshop ELEBBIT to launch a crossover collection. Entitled “Silvermark Explorer”, the new collection features Silvermark’s casual staples and the bespoke, playful designs of ELEBBIT’s very own Abei Liu.

The colab features three signature designs inspired by mountains, waterfalls and forests. In Abei’s own words, *“Taiwan is blessed with abundant rivers, mountains and forests, which inspires our enthusiasm for exploration, and it is this enthusiasm that I wish to echo through the ‘Silvermark Explorer’ collection”*.

The collection features Silvermark’s print sweaters in an assortment of colours, a canvas tote bag, as well as a limited edition Klean Kanteen insulated TKWide 16 oz vacuum bottle. There is also a limited-edition premium sticker pack which will be distributed on a first-come, first-served basis.

The Silvermark Explorer collection will be made available for purchase from October 2021 at select Silvermark and Giordano physical stores and online in Taiwan.

G-Motion is an athleisure brand that delivers innovative functional lifestyle wear, blending sporty taste with performance. It’s signature is simple designs combined with workmanship and performance functions, which can be worn for everyday comfort indoors and outdoors, and matched and styled with various other clothing to create a sleek and on-trend sporty look, as well as for other sports activities. Silvermark is a diffusion line of the G-Motion brand, which maintains a more fashion-forward style and which uses more premium performance fabrics.



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*. The Company also operates world-famous apparel and sports brands in certain markets under franchise or license agreements. Established in 1981, Giordano now operates around 2,100 stores and counters in Greater China, South Korea, Southeast Asia, Australia, India and the Gulf Cooperative Council (GCC). Giordano is listed on the main board of Hong Kong Stock Exchange under stock code 709.