

Giordano Launches “Wonder Wander” Regional Campaign

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Giordano has just uncovered its newest outdoor-inspired and camping-ready regional campaign entitled “Wonder Wander”.

For this newest range, Giordano turns to the beauty of nature for inspiration, and has produced understated-yet-functional staples that are designed to be equally as stylish for outdoor exploration and in an urban setting alike.

The collection features an impressive range of men’s, women’s and children’s sweaters, hoodies and classic crew neck tees, all adorned with bespoke motifs inspired by the campaign’s tagline, ‘Step Into The Wild’, and which feature premium accents such as meticulously embroidered flora and fauna logos, tie-dye treated fabrics and detailed graphic prints.

The Wonder Wander collection will be available in Giordano stores and online throughout Southeast Asia.



About Giordano:

Giordano International Limited (“Giordano” or the “Company”) 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.