

## Giordano Indonesia Launches “Be a Tiger! Burning Bright!” Chinese New Year Campaign Featuring Disney’s Tigger

January, 2022, Indonesia

As precluded in the Company’s press release on 11<sup>th</sup> January 2022, Giordano is pleased to announce the “Be a Tiger! Burning Bright!” campaign in Indonesia, featuring none other than Winnie the Pooh’s bouncy friend, Tigger!

The third animal in the Chinese zodiac, the tiger is a symbol of strength, loyalty and courage – much like Tigger himself! Boisterous and exuberant, Tigger is everyone’s favorite bouncing tiger and the “Be a Tiger! Burning Bright!” collection by Giordano perfectly captures his fun and enthusiastic personality. The campaign features an impressive range of polo shirts, print tees, hooded sweaters and hooded sweater dresses, adorned with images of Tigger, Pooh and Eeyore, together with auspicious Chinese New Year messages and couplets, and which feature premium accents such as gold printing.

Ring in the Year of the Tiger with the “Be a Tiger! Burning Bright!” collection, which is available online and in Giordano stores across Indonesia!

In addition, Hong Kong has launched it’s own rendition of the Giordano “Be a Tiger! Burning Bright!” Chinese New Year campaign, entitled 「元、亨、利、貞」, which scholars have translated as ‘supreme fortune and steadfast profitability’, symbolizing good luck and fortune for the new year.

The collection, which is available both in-shop and online in Hong Kong, includes additional t-shirt designs that feature bespoke tiger prints unavailable in other markets, as well as limited edition shopping bags.





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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.