

## Giordano Egypt Celebrates Grand Opening of Maiden Store with Fashion Show and Marketing Campaigns

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***Giordano Egypt makes statement of intent in local retail market with fashion show, games and events, as well as marketing campaigns and KOL support to celebrate the grand opening of its first store in Cairo***

Giordano Egypt celebrated the formal grand opening of its inaugural store in Cairo's City Centre Almaza with a series of events and marketing campaigns. Since its soft launch in May 2022, the maiden store's operations and décor have been further improved, with a view to enhancing customer experience.

To celebrate the grand opening, Giordano Egypt hosted a series of events and rolled out a run of both online and offline marketing campaigns. The showcase event was the fashion show staged at and held in conjunction with City Centre Almaza, where Giordano Egypt showcased over a dozen looks featuring their best-sellers and pieces from the current SS22 collection.

At the same time, local celebrity and fashion stylist, Ingy Elenbawy, was invited as the guest of honour. The KOL, who has over half a million followers on IG, demonstrated her exceptional styling skills using Giordano's classic pieces and also introduced the lucky draw and other games to the gathering crowds in the atrium of the mall.

The grand opening of the store was also supported by an elaborate marketing campaign featuring both online and offline media channels, including large-scale outdoor electronic billboard ads on Cairo's busiest highways.

*"The sheer scale of the events celebrating the grand opening of Giordano Egypt's maiden store is a statement of intent by the Group and our local franchise partners towards making an impact on the Egyptian retail scene. It also demonstrates our joint commitment towards offering the best retail experience and service to our customers in Egypt",* said Mr Mark Loynd, Executive Director and Head of Overseas Market Development at Giordano International Limited. He concluded, *"The attendance at, and coverage of the launch events lay testament to our local partner's commitment and how our friends in Egypt have come to accept us in such a short period of time".*

For more information on Giordano Egypt and the grand opening events, please visit the following sites:



Giordano\_EG

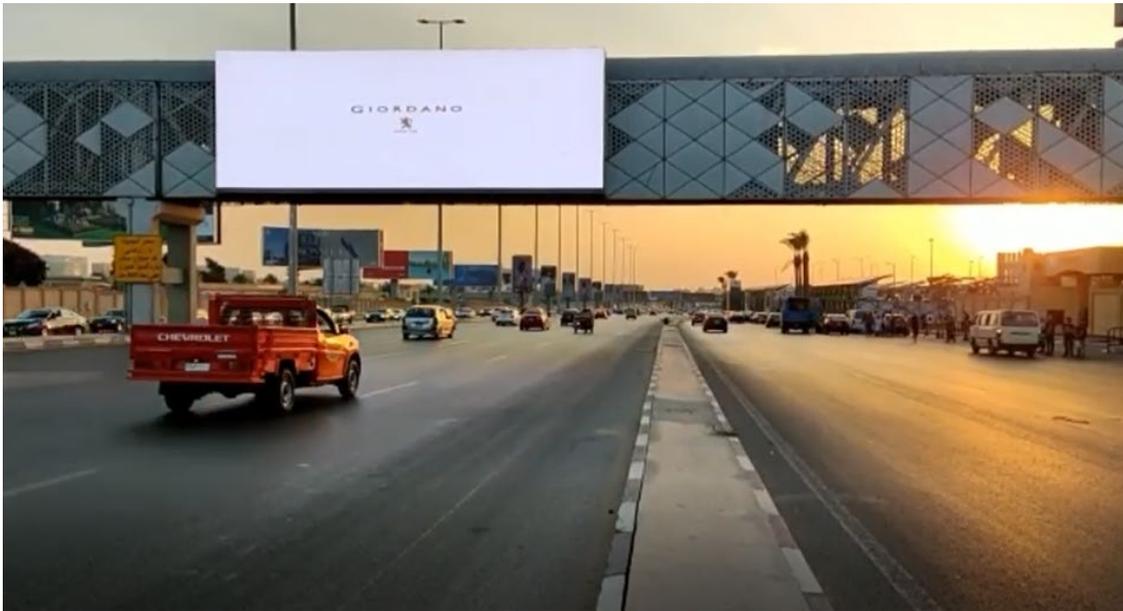
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Giordano Egypt

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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.