

Giordano Thailand Sponsors The GQ Gentleman Search 2022

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Giordano Thailand participates in popular multimedia talent quest organized by renowned global fashion and lifestyle magazine, GQ

Giordano Thailand has lent its support to the GQ Gentleman Search 2022, an innovative multimedia talent quest organized by the Thai division of celebrated global men's fashion and lifestyle magazine, GQ.

The GQ Gentleman Search involves 10 contestants selected from all walks of life in Thailand who compete for the coveted title of GQ Gentleman of 2022. The finalists compete against each other in a series of challenges, each requiring them to outshine their fellow participants while sporting identical fashion looks. Adopting the hashtag #GQMAN2022, viewers can participate by voting for their favourite gent for each mission, with winners of the popular vote receiving prizes, as well as a chance to vie for the grand prize.

Giordano Thailand sponsored the first mission of the competition, where the 10 contestants took part in a video and photoshoot, all sporting Giordano's premium lycra-infused polo shirts and G-Motion performance shorts on a tennis court. The choice of venue was fitting, given the first polo shirts were first designed to be worn on court in the 1950s and have since become a fashion staple.

GQ magazine began as an American international men's monthly based in New York City and was founded in 1931. Focusing on fashion, style, and culture for men, GQ is now a global authority on men's lifestyle, with unique editions around the world and known as a digital, social, video and experience powerhouse.

Tammy Toh, *Country Manager of Giordano Thailand*, commented: *"We are excited to join forces with one of the world's leading men's fashion and lifestyle publications in the GQ Gentleman Search 2022. The Thai edition of GQ alone has over 200,000 print readership, 390,000 online users monthly and half a million followers on social media, making it the perfect platform to showcase the Giordano brand to the discerning customer and fashion-conscious young men and women of Thailand"*.



Information on the GQ Gentleman Search 2022: <https://www.gqthailand.com/gqman/#>

Information on the Giordano mission of the GQ Gentleman Search 2022:
<https://www.gqthailand.com/gqman/gqnews/33?giordano-style>

Video collage of the GQ Gentleman Search 2022 featuring Giordano:
<https://www.youtube.com/watch?v=tCULGKZPzY&t=18s>

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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.