

## Giordano Malaysia Celebrates 32<sup>nd</sup> Anniversary with Customer Thanksgiving Event and Store Roll-Outs

January 31, 2024, Malaysia

*'Thank You Day' programme complemented by the  
opening of Giordano Malaysia's newest store at The Exchange TRX mall  
and the reopening of its Berjaya Times Square store*

Giordano Malaysia recently celebrated its 32<sup>nd</sup> Anniversary.

To celebrate this achievement, Giordano Malaysia launched its 'Thank You Day' programme, established to appreciate the continuous support and patronage from its customers over the years.

On 16<sup>th</sup> December 2023, giveaway events were hosted at two separate store locations; namely, Sunway Pyramid in Petaling Jaya, and Sunway Velocity in Kuala Lumpur. 100 potted plants were prepared to be given away to visiting customers as a lasting and environmentally-friendly gift that serves also as a thoughtful reminder of the years growing with them. Furthermore, 100 gift bags filled with goodies were also prepared for customers, available with any purchases on the day.

On the milestone, Ms **Jennifer Mah**, General Manager of Giordano Malaysia, shared her thoughts, *"Giordano Malaysia has grown and established ourselves over 32 long, happy years. We appreciate and are thankful for the support towards our brand over the years and we look forward to providing more of our quality apparel and services to Malaysians for many more years to come"*.



**Giordano's 32<sup>nd</sup> Anniversary Thank You Day event**



**Plant Giveaway Booth**



**Happy recipients**

True to her word, Giordano Malaysia continued the celebrations into the new year, with the opening of its newest store at The Exchange TRX mall and the re-opening of its Times Square mall store.

The new 1,076ft<sup>2</sup> TRX mall store continues the modern contemporary design direction that utilizes simple lines, accented layered and cut wood panelling, as well as 400K LED lighting fixtures. This particular store also utilises a light beige colour for the wood panelling instead of the usual natural brown, culminating in an elevated, premium look.

The Exchange TRX is a world-class experiential lifestyle destination that sits at the heart of Tun Razak Exchange, Kuala Lumpur's international financial district. With over 400 of the world's leading retailers, The Exchange TRX mall blends an immersive retail journey with the beauty of nature through the 10-acre TRX City Park.

In addition, Giordano Malaysia's iconic Berjaya Times Square store also underwent a full refurbishment and strategic relocation from the 2<sup>nd</sup> Floor to the 1<sup>st</sup> Floor of the mall. The new store now sits in a more prominent location benefiting from larger crowds and increased foot traffic. At 1,098ft<sup>2</sup>, the refurbished store design direction follows the modern contemporary design direction as the Exchange TRX Mall store and other newer Giordano Malaysia stores.

Berjaya Times Square Mall is situated in the heart of Kuala Lumpur at Bukit Bintang. Boasting over 1,000 retail stores in the locale, it also operates as a shopping centre, hotel, condominium, and indoor amusement park all under one roof, making it a popular destination for local Malaysians and tourists alike.

On the latest stores, **Jennifer Mah** further commented, *"The new Giordano store is open and ready to serve the crowds at The Exchange TRX, which is a fantastic high-end mall situated in a great location. It caters to both locals and tourists alike with its recognisable landmark of The Exchange 106 together with fantastic connectivity to public transport"*. She added, *"The decision to relocate our Berjaya Times Square store was carried out after careful consideration and planning. I am happy to have secured an even better location in the mall, and will continue to offer a comfortable shopping environment for our regulars and new customers alike"*.



*Giordano's new store @ The Exchange TRX mall*



*The Exchange TRX*





*Giordano's refurbished and relocated store @ Berjaya Times Square*



*Berjaya Times Square*

– End –

**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 Women*, *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 1,800 stores and counters in Greater China, the Gulf Cooperative Council (GCC), Southeast Asia, South Korea, Australia, South Asia and Africa. Giordano is listed on the main board of the Hong Kong Stock Exchange under stock code 709.