

**[For immediate release]**



**波司登國際控股有限公司**

**Bosideng International Holdings Limited**

**Bosideng Launches New Brand of "BOSIDENG VOGUE"**

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*"Bosideng MAN" Awarded "2009 Emerging Brand Award" and  
"2009 Best Creativity Award"*

**(Hong Kong, 28 March 2010) – Bosideng International Holdings Limited** ("Bosideng", or the "Company", stock code: 3998, or together with its subsidiaries collectively referred to as the "Group"), the largest down apparel company in the PRC, announced the launch of a new brand "BOSIDENG VOGUE" in a fashion trend presentation in "CHIC2010" (「第十八屆中國國際服裝服飾博覽會」), expanding the non-seasonal business of the Group.

"CHIC2010", taking place between 28-31 March 2010 in "New China International Exhibition Centre" (「北京中國國際展覽中心(新館)」) is co-organized by "China National Garment Association" (「中國服裝協會」), "China World Trade Centre" (「中國國際貿易中心股份有限公司」) and "Textile Industry Chamber of Commerce, China Council for the Promotion of International Trade" (「中國國際貿易促進委員會紡織行業分會」). This is the 14<sup>th</sup> time of Bosideng being the only corporation representing China to present the fashion trend of down apparel to the world. In its 1,600 sq. m. exhibition counter, Bosideng displayed products including down apparel, casual wear, menswear, ladies wear, etc. successfully demonstrating the Group's diversified product mix. Among the products displayed, the new brand of "BOSIDENG VOGUE" attracted the most attention.

After long time large-scale investigation on 1<sup>st</sup> to 3<sup>rd</sup>-tier cities nationwide, interviews with consumers and inspection of business zones, the Group positioned "BOSIDENG VOGUE" as metropolitan chic fashion, targeting metropolis office workers and the middle class. These consumers are sensitive to fashion, knowledgeable, particular about life quality and pursuant to life with taste. "BOSIDENG VOGUE" employs a well-known French fashion consultant to supervise the brand's products, and it adopts a new production mode with merchandisers driving product design, enabling products in every season, every region and every outlet are most updated according to market needs.

Regarding product style, "BOSIDENG VOGUE" offers products with youthful, fashionable, casual styles, divided into 2 series of "Refined Casual" and "Cool Fashion", demonstrating the life enthusiasm, hard-working attitude and individuality of metropolitan youth. At the same time, "BOSIDENG VOGUE" also adopts an internationalized advertising image and brand promotion strategy.

In addition, "Bosideng MAN", which was launched in 2009, was the only fashion corporation being awarded the 2 corporate awards of "2009 Emerging Brand Award" and "2009 Best Creativity Award" with its outstanding performance in brand strategy and application of operation creativity. The awards were granted by "China General Chamber of Commerce" (「中國商業聯合會」) and "China National Commercial Information Centre" (「中華全國商業訊息中心」), which deliver the most authoritative market research results in China.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, "Being able to serve our customers all seasons throughout the year with our quality products has always been our goal and mission. The launching of 'BOSIDENG VOGUE' signifies an important step of the Group's execution of non-seasonal products and transformation into a diversified apparel conglomerate; 'Bosideng MAN' being granted corporation awards also greatly encouraged the Group in its product diversification process. We will endeavour to integrate the style positioning, design and R&D of our brands to cater for the needs of different consumer segments."

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Bosideng Man Awarded "2009 Emerging Brand Award" and "2009 Best Creativity Award"  
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Bosideng MAN exhibition counter in CHIC2010.



Stylish fashion shown in the exhibition.

## **About Bosideng International Holdings Limited:**

Bosideng International Holdings Limited is the largest down apparel company in the PRC. Its retail distribution network comprises 5,855 retail outlets covering more than 65 cities across the nation, selling down apparel under its six core brands including "Bosideng", "Snow Flying", "Kangbo", "Bingjie", "Shuangyu" and "Shangyu". Through these brands, the Group offers a wide range of down apparel products targeting various consumer segments, strengthening and expanding its leading position in the PRC down apparel industry.

According to China Industrial Information Issuing Centre ("CIIIC"), in terms of sales in 2008, "Bosideng", "Snow Flying", "Kangbo" and "Bingjie" down apparel products achieved a combined market share<sup>#</sup> of 39.5% in the PRC. "Bosideng" was the leading down apparel brand in the PRC for 15 consecutive years from 1995 to 2008.

To further optimize its product mix and increase profitability, the Group acquired a menswear company and made its entry into the menswear business in May 2009. In the same month, the Group formed a joint venture company to engage in the sales, promotion and development of an international brand "Rocawear" in the Greater China Region.

<sup>#</sup> Among the 30 largest down apparel brands

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