

**For immediate release**



波司登國際控股有限公司

## **Bosideng International Holdings Limited**

### **Grand Opening of "ROCAWEAR" Shanghai Concept Store**

**(Hong Kong, 13 January 2011) Bosideng International Holdings Limited** ("Bosideng", or the "Company", stock code: 3998, or together with its subsidiaries collectively referred to as the "Group"), announces the grand opening of the first concept store of its brand "ROCAWEAR" at Shanghai Joy City, representing the official launch of "ROCAWEAR" in the PRC.

The 200-square-metre concept store adopted a 'night club' design, demonstrating the vivid contemporary American culture with glittery decoration orbs, cold colour LED bar table, driving music and trendy fashion styles, creating a party-like atmosphere for the shoppers. During the opening ceremony, Mr. Gao Dekang, Chairman and CEO of Bosideng International Holdings Limited; Ms. Veronica Chou, CEO, Asia Pacific, Iconix Brand Group Inc.; Mr. Zhou Quan, Founding Partner of IDG Entities; Ms. Su Baoyan, Chairman of China Fashion Association; Mr. Liu Zhiqiang, General Manager of Shanghai Joy City and Ms. Zhao Guojie, General Manager of "ROCAWEAR" participated in the ribbon cutting ceremony of "ROCAWEAR" concept store.

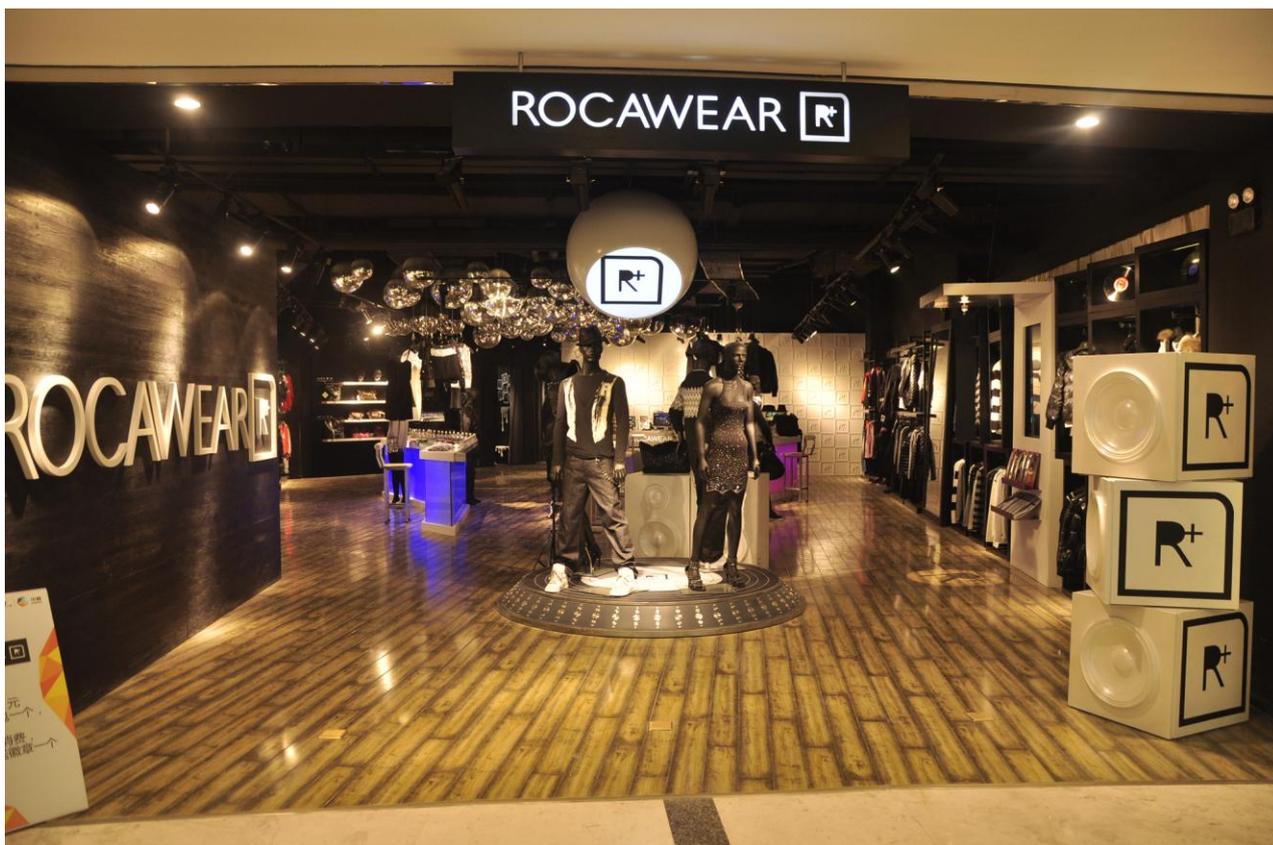
Since its inception in 1999, "ROCAWEAR" has leveraged on its uniqueness from the perfect match of hip-hop culture with music and fashion, and has rapidly developed into a highly successful brand icon all over the world with over 2,500 outlets opened in 25 countries. Starting off in Shanghai Joy City, "ROCAWEAR" is set to realize its development plan entirely in China's provincial capitals, including Beijing, Shanghai, Tianjin and Chongqing by opening stores in some first-tier shopping malls, namely Beijing Xidan Joy City, Beijing Chaoyang Joy City, Shanghai Jiuguang, Tianjin Jiuguang, Chongqing Xicheng Tianjie Store (重慶西城天街). The Group plans to develop "ROCAWEAR" into a leading brand in China within three to five years.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, "The opening of 'ROCAWEAR' concept store marks a significant milestone of the Group in realizing its development strategy of non-seasonal apparel products and becoming an international well-known integrated apparel brand operator. The Group plans to open more than 300 'ROCAWEAR' free-standing stores and 'shop-in-shop' in the Greater China region by 2013. 'ROCAWEAR' will adhere to its brand philosophy, and offer more stylish apparels, innovative and comfortable shopping environment and joyful shopping experience for Chinese consumers."

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Mr. Zhou Quan, Founding Partner of IDG Entities (second from left); Ms. Veronica Chou, CEO, Asia Pacific, Iconix Brand Group Inc. (third from left); Mr. Gao Dekang, Chairman and CEO of Bosideng International Holdings Limited (fourth from left); Ms. Su Baoyan, Chairman of China Fashion Association (third from right); Mr. Liu Zhiqiang, General Manager of Shanghai Joy City (second from right) and Ms. Zhao Guojie, General Manager of "ROCAWEAR" (first from right) participated in the ribbon cutting ceremony of "ROCAWEAR" concept store



Interior of "ROCAWEAR" concept store

**About Bosideng International Holdings Limited:**

Bosideng International Holdings Limited is the largest down apparel company in the PRC. It has 7,413 retail outlets across the nation, selling down apparel under its six core brands including "Bosideng", "Snow Flying", "Kangbo", "Bengen" (previously known as "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 market share in the PRC down apparel industry.

According to the information of China Industrial Information Issuing Center ("CIIIC"), in terms of sales in 2009, the down apparel products of four brands of the Company, namely "Bosideng", "Snow Flying", "Kangbo" and "Bengen" enjoyed a total of 38.0% of the market share<sup>#</sup> in the PRC. "Bosideng" was the leading down apparel brand in the PRC for 15 consecutive years from 1995 to 2009, according to CIIIC and the National Bureau of Statistics of China. As a leader in the PRC down apparel industry, the Group represented the PRC to introduce the latest Fall/Winter apparel fashion trends to the world at "China International Clothing and Accessories Fair" for 14 consecutive years.

To further improve its product portfolio and increase profitability, the Group has adopted a non-seasonal product development strategy. Currently, the non-down apparel projects of the Group include Bosideng menswear project and the project of "ROCAWEAR" in the Greater China Region. The Bosideng menswear business has developed rapidly and has already set up 865 retail outlets throughout China, while the project of "ROCAWEAR" in the Greater China Region has commenced operation. Apart from investing in the continuous development of the non-down apparel projects, the Group is actively exploring opportunities to acquire non-down apparel brands with high development potential and good reputation in order to increase the proportion of non-down apparel business in total sales.

# Among the 30 largest down apparel brands

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