

**For immediate release**



波司登國際控股有限公司

## **Bosideng International Holdings Limited**

### **Bosideng Makes European Launch in London**

#### **To connect with millions of tourists for London Olympics**

(July 27, 2012 – Hong Kong) – **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, is pleased to announce that its flagship store in London was opened yesterday.

The Group's first flagship store in Europe opened its doors on July 26, launching its premium menswear brand. The Bosideng menswear range is manufactured in Europe, and created under the direction of recognised UK designers Nick Holland and Ash Gangotra, who also developed the "Pretty Green" range for Liam Gallagher of the English rock band Oasis.

The store is located at the core area of the West End of London, which is the home to some of the biggest names in high-end luxury and also the largest commercial district in Europe. The building also neighbors on Oxford Street, and is only 20 metres away from the Bond Street exit of the London Underground with a traffic flow of 24 million a year.

Total investment for project amounted to £35 million, with £21 million spent on acquiring the property and the remaining for redevelopment, fitting and marketing of the store. The property comprises seven storeys including a basement. Three storeys are used as the retail store and the rest will be the Group's European headquarters.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, "The opening of London flagship store marks a milestone in Bosideng's development, we are excited to be one of the first few Chinese clothing brands to launch in Europe. Having the right property in the right location was the key to our strategy, complementing our high-end menswear range."

Brand film:

[www.youtube.com/watch?v=b-tO7NLx\\_2I&feature=youtu.be](http://www.youtube.com/watch?v=b-tO7NLx_2I&feature=youtu.be)

For more information, please visit: [www.bosidenglondon.com](http://www.bosidenglondon.com)

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Store View:





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

Bosideng International Holdings Limited (the “Company”, together with its subsidiaries collectively referred to as the “Group”) is the largest down apparel company in the PRC. Its top four down apparel brands, namely *Bosideng*, *Snow Flying*, *Kangbo* and *Bengen* accounted for 34.5% of the PRC down apparel market#. According to China Industrial Information Issuing Center and the National Bureau of Statistics of China, Bosideng has been the leading PRC down apparel brand for 17 consecutive years from 1995 to 2011.

Leveraging on its outstanding brand value and extensive sales network, the Group is actively exploring opportunities to acquire non-down apparel brands with high development potential and good reputation. Currently, key non-down apparel brands of the Group include *Bosideng MAN*, *JESSIE* ladies’ wear and *Mogao* casual wear.

# Among the 30 largest down apparel brands

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