



## New Stages of Happiness

At Bossini we have reached several new milestones recently, bringing more happiness to more people. In our continued efforts to grow our network beyond Hong Kong, we have extended our global footprint to regions as far as the Middle East, Africa and South America. Looking forward, we have even greater plans and will keep the happiness we bring to others evolving to the next stage!



### New Global Flagship Store in Macau

We opened our largest flagship store in the world in Macau inside the historic building (澳門新帆船餐廳舊址). This has enabled us to offer a unique blend of heritage, fashion and happy shopping, while reaching yet another milestone in our regional business.



### New Shop-in-shop Concept

We renovated our 5,000 sq.ft mega store in Hollywood Plaza with a brand-new shop-in-shop concept and a fresh green outlook. Consumers of different ages can find their own styles and shop freely in their own spacious "shop-in-shops".



### New Frozen Craze in Spring

In the spring of 2015, we worked with Disney to bring the global Frozen craze to Hong Kong. Our theme of Frozen Bloom mixed a classic blue and ice feel with blooming spring flowers, generating high levels of anticipation across town.



### New Collaboration with Doraemon

We collaborated for the first time with the renowned manga character Doraemon, and introduced many surprises such as replicating the young boy Nobita's room in a truck travelling around the city and special premiums to step up the happiness levels.



### New Fun with Snoopy

We had a lot of fun with "Find the Snoopy" in the Winter of 2014 by engaging consumers in a variety of in-store searching games such as "meet and greet" Snoopy. We also gave a new interpretation to the Peanuts comic strip by infusing Korean school styles in our chic apparel series.



### New Sensations for a Colorful Summer

We brought a fresh new look to summer with a full range of colorful shorts and floral prints for men, women and kids. With advertising in different media, we sought to bring the feeling of a cool summer breeze to our consumers anytime anywhere.



### New Awards and Happy Recognition

We were delighted to receive the Best Brand Halo Award from The Walt Disney Co., (Asia Pacific) Ltd., and also the Outstanding QTS Merchant Bronze Award (Clothing and Accessories) from the Hong Kong Tourism Board. We'll continue to think big and bring more smiles to our consumers.