#Spotlight on!
Sharing the Happy Pride with bossini

Dear Friends,

Thank you again for celebrating the 30th Anniversary with us in 2017! With the endless enthusiastic support from you all, our **MOVE ON n' BEYOND** year has achieved an unprecedented remarkable success. Integrated strategies across borders and trend-setting campaigns notably enhanced our customers' experience, market penetration and brand equity. Let's continue the **#behappy** journey together in year 2018!
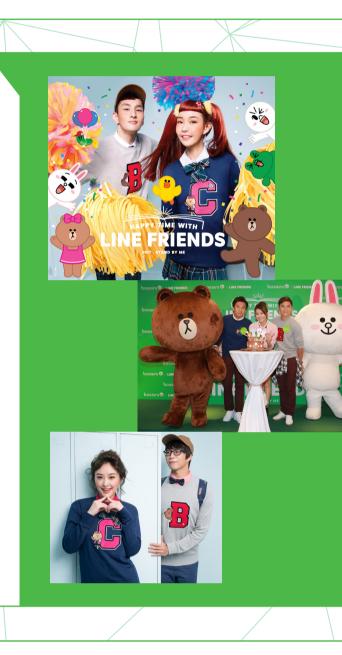
Snap!
#StretchYourPotential around the Globe

#StretchYourPotential

#MoveOnNBeyond

#StretchYourPotential Campaign, a continuation of the 30th anniversary **MOVE ON N' BEYOND**, marked a great success in Asia with the latest TVC starred by renowned Korea Longboard goddess Ko Kyojoo (高孝周) and Japanese dancer Yukiji Soudenaihito (由紀治). Filmed in Korea, Japan and Central of Hong Kong, the videos not only have rejuvenated our brand image, but also created tremendous echo both online and offline, across borders in whole Asia. Strategic promotion channels have been placed, including major TV broadcasters, MTR, online portals; while viral effects were hugely generated on social media by all kinds of bloggers and influencers. **#StretchYourPotential** spirit and our first-in-the-market stretch seamless down jacket were fully introduced to our customers with lots of happy surprises and positive feedbacks were received especially among the young generations.

Snap!
Fashion Trends with Line Friends

Our debut with Line Friends **<Happy Time with LINE Friends>** has set another fashion trends in town with outstanding integrated strategies. Showcased by actress Jeannie Chan Ying and singer James Ng Yip Kwan, the cheery and chic fashion of Line Friends from head to toe has received remarkable support from customers of different segments. Surprise appearance of celebrity Priscilla Wong and Benjamin Yuen Wai Ho to our Flagship store event have also created another hottest talk of the town during the period. Youngsters were fully engaged via different marketing tools. Not only the campaign has further enhanced our market penetration, but also achieved a good business return.

Snap!
Happy Success with The Smurfs

bossini x The Smurfs **<Follow The Smurfs>** Collection returned last Spring with more funs riding on the previous success. Playful marketing creative and produ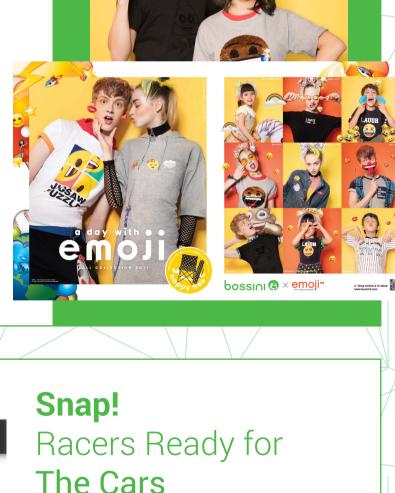ct designs have caught the eyes of fashion lovers, especially among post-80s and post-90s. Overwhelming support from celebrities, KOLs and media friends have generated excellent awareness online. Customer incentives were maximized by tailor-designed items among the target segment and shopping experience were enhanced in both stores and online shops.

Snap!
Kidults' Favorable Moment with emoji

The bossini x emoji **<A Day with Emoji>** Collection has become kidults' favorite last August. Shop traffic and sales were induced by surprising lovable up-selling items including foldable beach chairs and beach balls. Perfectly matched with bossini #behappy brand value, Actor Vincent Wong Ho Shun and model Christy Lai were invited to spread the happy fun to every corner of the city.

Snap!
Racers Ready for The Cars

Leveraging on the latest movie fever of The Car 3, we have launched the bossini x Cars 3 **<Friendship for the Win>** Collection. Turning the boys into cool yet adorable racers, they were all ready for the excitement with Lighting McQueen and Jackson Storm. Partnerships with retailers and banks have recorded another proven success with customer base expanded and transaction induced.

Snap!
Happy Pride with bossini Teams

We are delighted to share our recent happy pride from various awards including, *15-year Quality Tourism Services accredited Merchants by Hong Kong Tourism Board, Best E-Commerce Design/Redesign - Gold Award by Marketing Magazine, Best Influencer Strategy - Gold Award by PR Awards 2017 and Best Licensed Award - Merit Award by Hong Kong Licensing Awards 2017.* Thank you again for the great teamwork and everyone's effort. We shall continue to devote ourselves to excellence in 2018!

QUALITY TOURISM SERVICES
優質旅遊服務