

**[For Immediate Release]**



**Evergreen International Holdings Limited**

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**Evergreen International joins hands with premium brands of children's wear to plan to open retail stores of Fendi Kids, Rykiel Enfant and Diesel Kid etc**

(7 May, 2015 – Hong Kong) **Evergreen International Holdings Limited** ("Evergreen Intl" or the "Company", which together with its subsidiaries is referred to as the "Group"; stock code: 238), a leading men's wear enterprise and operator of brands targeting the upper-middle and high-end segments of mainland China's market, announced agreements between its children's wear business units and a number of international premium fashion brands.

The Group has secured the rights from Roberto Cavalli Junior, Simonetta and Diesel Kid to distribute their children's wear and accessories products in mainland China, Hong Kong and Macau. It has also signed a term sheet with Rykiel Enfant under Sonia Rykiel regarding the proposed distribution of their children's wear and accessories in the three places. Separately, Evergreen Intl has signed a letter of intent with Fendi Kids and is currently evaluating the opening and operation of Fendi Kids monobrand shops and shops-in-shops in mainland China.

In August 2014, the Group has opened a Roberto Cavalli Junior store at Ocean Terminal, Harbour City, Hong Kong. The Group plans to open about nine new stores for introducing premium brands of children's wear and accessories into the first- and second-tier cities of mainland China in the first half of 2015. The locations will include the shopping malls in Chengdu IFS, Qingdao MixCity, Shenzhen MixCity and Qingdao Hisense Plaza. Furthermore, the Group intends to set up four retail stores for children's wear and accessories at the shopping mall of the Galaxy Macau resort in the first half of 2015. The Group will continue to discuss with a number of shopping malls operators in Hong Kong, Macau and in the first and second tier cities in the PRC regarding the opening of new retail stores for children's wear and accessories products in the second half of 2015.

Mr. Chan Yuk Ming, Chairman and Executive Director of Evergreen Intl, said, "The Group has been discussing with other international premium fashion brands about the retail and wholesale of their children's wear and accessories in Hong Kong, Macau and Mainland China. We believe that the Group's new business segment of high-end children's wear and accessories will further diversify the portfolios of products and brands of its businesses of apparel and accessories, and will leverage the foundation of its existing menswear business, thus will be benefit to the Company and its shareholders as a whole."

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**About Evergreen International Holdings Limited**

Evergreen is one of the leading men's wear enterprises and brands operators in the PRC that currently owns and manages V.E. DELURE and TESTANTIN, targeting the markets for high-end business formal and casual men's wear, the upper-middle fashion casual men's wear and the high-end children's wear. The Group's strategy is to open self-operated stores in key cities, while penetrating the markets of slower development through distributors. To cope with business expansion and raise operating efficiency, the Group has strategically used a combination of self-operated retail stores as well as distributors of varying degrees to cater to different stages of development and target markets for each of its brands. As at 31 December 2014, the Group has a total of 177 self-operated stores and 191 franchised stores in 30 provinces and autonomous regions, covering 171 cities. In August 2014, the Group secured the exclusive distribution right for Roberto Cavalli Junior children' wear and accessories in Hong Kong. The Group will continue to discuss with a number of high-end international fashion brands for the distribution of their children's wear and accessories in Hong Kong, Macau and mainland China.

**For further information, please contact:**

**iPR Ogilvy & Mather**

Callis Lau/ Karen Tse/ Venus Wong

Tel: (852) 2136 6952/ 2136 6950/ 3920 7649

Fax: (852) 3170 6606

Email: [evergreen@iprogilvy.com](mailto:evergreen@iprogilvy.com)