

GIORDANO

*World without strangers*

没有陌生人的世界

A hand holding a globe of the Earth against a blue sky background. The globe is held in the palm of a hand, with the fingers slightly curled. The background is a clear blue sky with a soft gradient. The globe shows the continents of Asia and Australia in green and brown, surrounded by blue oceans.

# Opportunities from New Retail

Dr. Gary Chan  
Executive Director & Chief Operating Officer  
Giordano International Limited

**“To make people feel good and look great.”**

This straight-forward mission has served Giordano well since 1981 in guiding its growth from a manufacturer of casual clothing into a leading international retailer of men’s, women’s and children’s apparel.

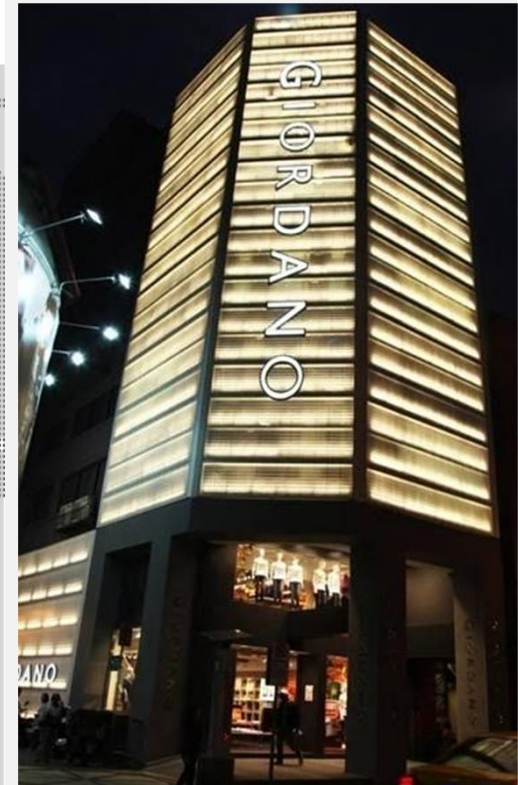
# Giordano International

*A success since 1981*

Today, we operate **over 2,400 stores** in more than **30 countries** while continuing to develop and grow the brands *Giordano*, *Giordano Junior*, *Giordano Ladies* and *BSX* — truly illustrating our brand value **“World Without Strangers”**.

# Traditional Retailing

## Offline Transaction



# Traditional Retailing

## □ *Logistic Flow: Single-Channel*



# E-Commerce

## □ Online Transaction

GIORDANO

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### SHOP ONLINE



Explore our online store for new launches and exclusive offers on a wide range of apparels.

SHOP MEN

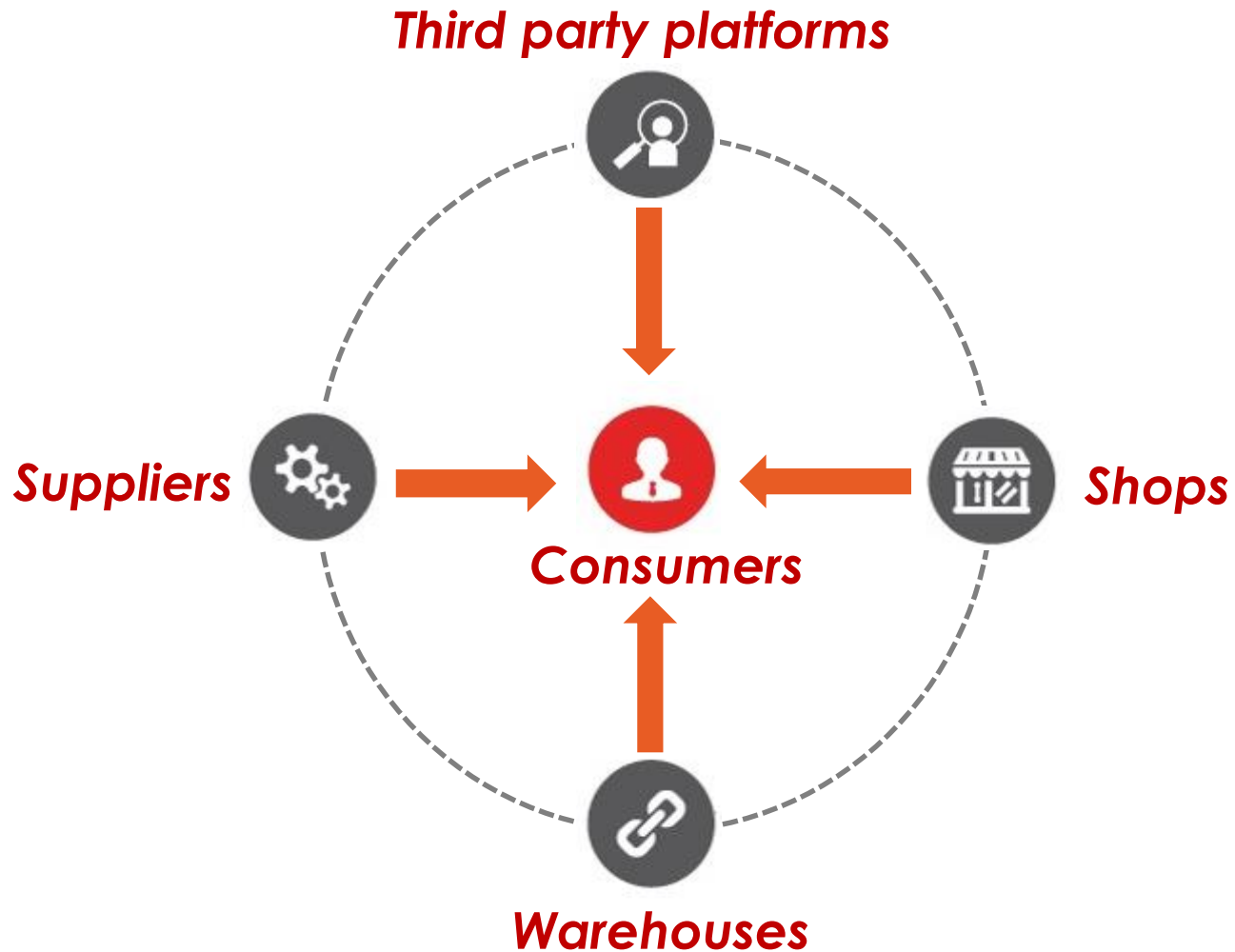
SHOP WOMEN

SHOP KIDS



# E-Commerce

## □ *Logistic Flow: Multi-Channel*



# E-tailing

## □ Online/Offline Transaction



New Giordano App  
in App Store/Google Play

Shop inventory inquiry

Earn points everyday

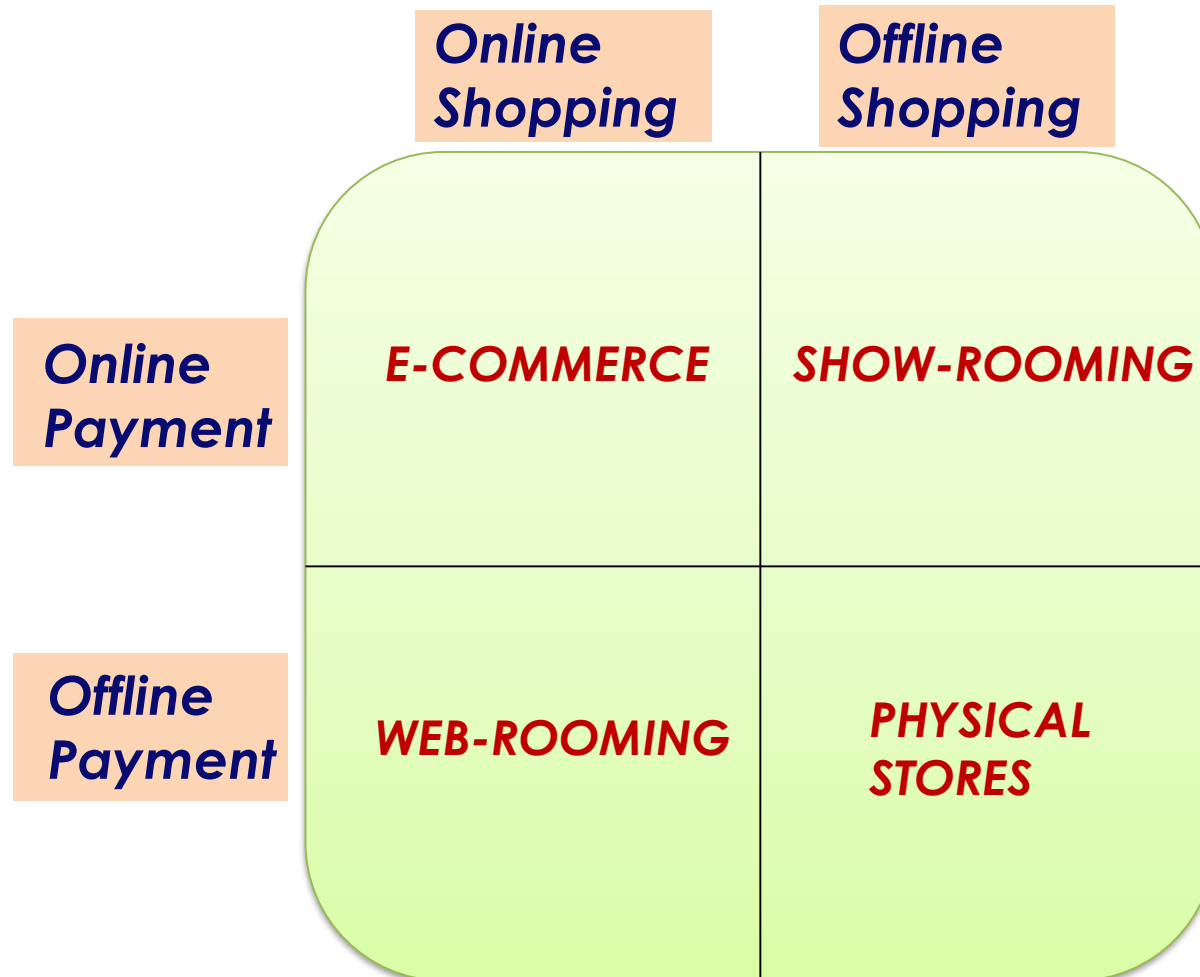
ANDROID APP ON Google Play

Download on the App Store

The advertisement features a background of autumn leaves. It includes two QR codes for downloading the app, one for Google Play and one for the App Store. The text highlights key app features: 'Shop inventory inquiry' and 'Earn points everyday'.

# E-tailing

## □ Logistic Flow: Omni-Channel



The **COMBINATION** of Physical Stores and E-commerce



# E-tailing

## ❑ **Comprehensive Consumption Database**

- **Acquisition of New Consumers**
- **Effective Relationship Management with Existing Consumers**



# Conclusion

## □ Evolution of Retailing

**Physical store**  
**1**

**Dependence**

**E-tailing**  
**1+1>2**

**Interdependence**

**Independence**

**Physical store + E-commerce**  
**1+1=2**

**Thank You!**

**GIORDANO**

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