

Corporate profile 企業簡介

Our mission is to create incremental value for the brand every day ... in every way

我們的使命 — 每天每處不斷為品牌增值

Bossini International Holdings Limited (the “Company”; stock code on The Stock Exchange of Hong Kong Limited (“stock code”): 592) and its subsidiaries (the “Group” or “Bossini”) is a leading apparel brand owner, retailer and franchiser in the region.

Headquartered in Hong Kong, Bossini launched its first retail outlet in 1987. Over the past two decades, it rapidly established an extensive international operating platform and distribution network that extended to a total of 1,068 outlets worldwide. Among these, the Group operated 521 directly managed outlets in its markets, namely Hong Kong, Mainland China, Taiwan, Singapore and Malaysia. The Group also further strengthened its brand presence in Mainland China through the establishment of 284 franchised outlets. As for other overseas markets, the Group cooperated with its business partners to establish a total of 263 export franchised outlets in 18 countries, spanning from Southeast Asia, the Middle East, Europe to as far as Central America.

Renowned for its comfortable, easy to mix-and-match, colourful and energetic style, Bossini offers a full range of good value for money casual wear apparel products, including ladies', men's and kids' wear, which are designed to fit customer needs.

堡獅龍國際集團有限公司（「本公司」；香港聯合交易所有限公司之股份代號（「股份代號」）：592）及其附屬公司（「本集團」或「堡獅龍」）是區內具領導地位的服裝品牌擁有人、零售商和特許經營商。

堡獅龍總部設於香港，自一九八七年開設首間零售店舖以來，經過約二十年的迅速發展，已建立了一個龐大的全球性營運平台及分銷網絡。本集團在全球共設有1,068間店舖，其中521間位於香港、中國大陸、台灣、新加坡及馬來西亞等市場的零售店舖由本集團直接管理。為加強品牌的滲透力，本集團在中國大陸另設有284間特許經營店舖。海外市場方面，本集團與商業夥伴結盟，設有263間出口特許經營店舖，分佈於東南亞、中東、歐洲及遠至中美洲等18個國家。

堡獅龍為迎合顧客的需求而供應的休閒服裝產品款式齊全，包括女裝、男裝及童裝，各類產品皆物有所值，並因其舒適、易於配襯、色彩鮮艷又充滿活力而享譽各地市場。