

# History & Development

Mr. Cheng Man Tai, the founder, established the Embry Group in 1970s.

With years of efforts, the Group has developed itself into a well-known lingerie brand owner in the PRC and in Hong Kong.

## 歷史及發展

創辦人鄭敏泰先生於一九七零年代成立安莉芳集團。

經過多年來的努力，本集團已發展為中國及香港著名女性內衣品牌持有人。



# Corporate Milestones

## 大事回顧

### 1970s

- Embry Manufacturing Co. was established by Mr. Cheng Man Tai as a sole proprietorship in Hong Kong to engage in the business of garment manufacturing  
鄭敏泰先生在香港成立Embry Manufacturing Co.為獨資企業，以從事成衣製造業務
- The brand, **EMBRY FORM**, was created in 1977 and the Group launched **EMBRY FORM** products in Hong Kong through wholesale channels  
於一九七七年，本集團創立**安莉芳**品牌，並透過批發途徑在香港推出**安莉芳**產品



### 1980s



- Embry (H.K.) Limited was incorporated in Hong Kong in March 1980  
安莉芳(香港)有限公司於一九八零年三月於香港成立
- The first **EMBRY FORM** concessionary counter was opened in Hong Kong in September 1980  
於一九八零年九月在香港開設首間**安莉芳**銷售專櫃
- The Group moved its production base into Shenzhen in 1989 and Embry (China) Garments Ltd. was established in 1989  
於一九八九年集團移至深圳設廠，並於同年成立安莉芳(中國)服裝有限公司
- The first **EMBRY FORM** concessionary counter was opened in Macau in 1989  
於一九八九年於澳門開設首間**安莉芳**銷售專櫃

### 1990s

- Embry (Changzhou) Garments Ltd. and Changzhou Embry Development Limited were established in 1993 and the Group commenced production in Changzhou in 1996  
繼一九九三年成立安莉芳(常州)服裝有限公司及常州安莉芳發展有限公司後，於一九九六年在常州開始投產
- The Group obtained ISO 9001:1994 certification in 1996  
於一九九六年，集團獲得ISO 9001:1994認證
- The brand, **FANDECIE**, was launched in 1999, targeting the younger generation  
一九九九年本集團以**芬狄詩**品牌名稱推出新系列產品，主打年青顧客



## 2000-2006

- The Group upgraded its ISO certification from ISO9001:1994 to ISO9001: 2000 in 2002 standard  
於二零零二年·集團提升品質系統的ISO認證·由ISO9001:1994升級為ISO9001:2000標準
- The Group initially launched enterprise resources planning system in June 2003 to strengthen the Group's inventory replenishment system  
二零零三年六月·集團初步應用企業資源規劃系統·以加強本集團補充存貨制度
- The brand, **COMFIT**, was launched in January 2006, featuring the functional brassieres, corsets and panties  
於二零零六年一月·集團以**COMFIT**品牌名稱引入新系列產品·專為尋求功能型胸圍·束衣及內褲的女士而設
- Embry (Shandong) Garments Limited was established in January 2006 in preparation for the Group's production capacity expansion in the PRC  
集團於二零零六年一月於中國成立安莉芳(山東)服裝有限公司·以籌備本集團於中國產能的擴展計劃
- The Group soft launched a new product series under the brand name of **LIZA CHENG** or **LC** in June 2006, targeting the premiere luxury lingerie market  
於二零零六年六月·集團試行以**LIZA CHENG**或**LC**品牌名稱推出新產品系列·針對優質名貴女性內衣市場
- Embry Holdings Limited was successfully listed on the Main Board of The Stock Exchange of Hong Kong Limited on 18 December 2006  
2006年12月18日安莉芳控股有限公司在香港聯合交易所有限公司主版成功上市
- Embry (Shandong) Garments Industrial Park Foundation Laying Ceremony was held on 28 December 2006  
2006年12月28日舉行安莉芳(山東)服裝工業園奠基儀式

