

To: Financial editors

【For immediate release】

# ARTINI

雅天妮中國有限公司  
ARTINI CHINA CO. LTD.

## Artini opens first flagship store in Beijing Sanlitun

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### Launch night gown series with fashion designer Mr. Dorian Ho to further enhance brand value

[5 February 2009, Hong Kong] Artini China Co. Ltd., (“Artini” or the “Group”, Stock Code: 789), a leading retail chain operator and manufacturer of fashion accessories in the PRC, launched a grand opening ceremony for its first flagship store in Beijing Sanlitun recently. The first ARTINI night gown series designed by Mr. Dorian Ho, the internationally renowned fashion designer, were also presented during the ceremony. Miss Guo Jingjing, the Olympic Game winner in ARTINI X Dorian Ho night gown and Mr. Eric Tse, the Group’s Chairman were the guests of honor of the opening ceremony. The opening of the flagship store not only marks Artini’s determined confidence to the PRC fashion accessories markets, but also enhances the Group’s brand value.

The 2-storey flagship store of Artini in Beijing Sanlitun has sales area reaching 250 sq. meters. The decorative concept with lively style creates elegant and cozy shopping areas which provide customers with excellent shopping experience. The first floor of the flagship store showed the brand’s classic fashion accessories and premium items which enable its customers to shop heartily. On the second floor, the first ARTINI X Dorian Ho night gown series is displayed, which brings Artini’s classic and elegant design concept into the night gowns tactfully, projecting a gorgeous, glamorous and charming impression.

Regarding the opening of Artini’s first flagship store, Mr. Eric Tse, the Group’s Chairman said:” The opening of the flagship store has further enhanced the Group’s brand value and also consolidated Artini’s leading position in the PRC accessories market. In addition, it is a great breakthrough for the Group to present its first night gown series cooperating with the internationally renowned fashion designer, Mr. Dorian Ho. In the future, the Group will seek for more opportunity to cooperate with outstanding designers and present more elegant and unique accessories and premium items. Looking forward, Artini will continue to enrich its product categories and adopt multi-brand strategy, further enhance brand awareness and customer loyalty, strengthen the Group’s leading position in the PRC fashion accessories market and provide the best possible returns to shareholders.”

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(From right to left) Mr. Eric Tse, Chairman of Artini China Co., Ltd., the Olympics Game winner, Miss Guo Jingjing, Internationally renowned night gown designer and Mr. Johnson Guo, General Manager of Retail Division in the opening ceremony of Artini flagship store in Beijing Sanlitun.



The 2-storey flagship store of Artini in Beijing Sanlitun has sales area reaching 250 sq. meters.

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### **About Artini**

Artini China Co. Ltd. ("Artini" or the "Group") is a leading retail chain operator and manufacturer of fashion accessories and gift and premium items, and was successfully listed on the Main Board of the Stock Exchange of Hong Kong Limited on 16 May, 2008. Starting business as an exporter and trading company of fashion accessories 16 years ago and then subsequently evolved as a concurrent design manufacturer ("CDM"), the Group has worked hand-in-hand with internationally acclaimed brands from design to delivery, and boasted extensive experience in the fashion accessories industry. Its first proprietary brand targeting the high-end consumer segment, "Artini", was launched in Hong Kong in 2003 and entered into the PRC market in 2006. The Group unveiled its second brand, "Q'GGLE", in 2006, offering a full array of products to the younger generation in China that looks for style and individuality. The Group currently operates around 190 retail point of sales in the PRC, Hong Kong and Macao.

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