



FOR IMMEDIATE RELEASE

To: BUSINESS EDITOR

## HEMBLY OPENS THE THIRD MOSCHINO STORE IN BEIJING

(8 April 2008, Hong Kong) – **Hembly International Holdings Limited** and its subsidiaries (“Hembly”, the “Company” or the “Group”; SEHK Code: 3989) today announced the opening of a third Moschino store in China under the management of Hembly, just weeks after the opening of its flagship store at China Central Mall in Beijing in January.

Oriental Plaza, the most prestigious centre of world commerce and trade, is located in the heart of Beijing and home to the fabulous new 200 square metre Moschino Boutique, where you’ll find Moschino, Moschino Cheap and Chic, Moschino Jeans and Moschino Menswear, ready-to-wear and accessories.

Mr. Ngok Yan Yu, Chairman of Hembly, said, “We are delighted with the expansion progress of the Moschino stores in China. In the first half of 2008, we are planning to open another 5 Moschino point of sales, and our target is to have 11 in total by the end of this year.”



Mr. Massimo Ferretti, President of Aeffe Group, to which Moschino belongs, adds: “We have great expectations from Moschino’s retail expansion in China. We believe in the high growth potential of this country”.

The store follows the concept conceived by Moschino’s creative director for recent and forthcoming spaces, with new interiors a surrealistic take on the theme of fairy tales. The door opens onto a pale space with luminous colour transforming the classic furnishings into the main characters of a tale set in an enchanted forest. Light fixtures turn plexiglass teardrops into transparent hearts that magically rain down to the ground to form metallic adornments. Racks in the shape of aluminium or black metal trees spread against the walls like branches and leaves, with clothes cascading down and display units dropping like fruit. A rug with flora and fauna motifs shot with iridescent lurex yarn lends warmth to the white marble floor. The chairs, too, play up the surrealistic tone of the new concept. Upholstered with red fabric hearts or classic menswear cloth, several chairs are arranged near the "handbag" sofa so that guests are transformed into princes and princesses for the occasion. One can try on footwear in a world populated by diamond and ring-shaped displays and little display houses in lacquered wood.

Including this stunning new space, the ever expanding Moschino retail network now reaches a total of 76 boutiques worldwide, with many more planned.

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**ABOUT HEMBLY INTERNATIONAL HOLDINGS LIMITED (SEHK STOCK CODE: 3989)**

Established in year 2000 and listed on Hong Kong Stock Exchange in 2006, Hembly International Holdings Limited (“Hembly”) is a leader in the provision of apparel supply chain services. Our capability of supply chain solutions is highly recognized by multinational renowned clients, including United Colors of Benetton, Sisley, Morgan, Moschino, See by Chloé, R.E.D. Valentino, DKNY Jeans, Diesel, Quiksilver, Lafuma, Lotto, Salewa and Sergio Tacchini.

To capture the business opportunity brought by the booming consumer market in China, Hembly has extended its capabilities to encompass the broader spectrum of services, including distribution and retailing of apparel and footwear in China. The Group has established joint-ventures with Stonefly, Lotto and Sisley to offer affordable luxury and sportswear in tier-1 and tier-2 cities in China. In addition, Hembly is also the exclusive distributor for various Moschino product lines within the PRC.

Headquartered in Hong Kong, Hembly has strong European sales and marketing arms in Italy, France, Sweden and Germany and operation arms in China, including Nanjing, Shenzhen, Shanghai and Beijing, and Macao.

For more information on Hembly, please visit its website at [www.hembly.com](http://www.hembly.com)

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