



To : BUSINESS EDITOR  
FOR IMMEDIATE RELEASE

## **HEMBLY’S FIRST FORAY TO BE AN ITALIAN BRAND OWNER THROUGH ITS ACQUISITION OF BOND STREET**

(28 March 2008, Hong Kong) – **Hembly International Holdings Limited** and its subsidiaries (“Hembly” or the “Group”; SEHK: 3989) today announced its completed acquisition of the brand *Bond Street* and its business from Mariella S.r.L. on March 26, 2008.

With almost 25 years of history, the brands Bond Street and Bond Street Collection are stylish prêt-à-porter collections collaborated by prestigious garment stylists, whilst integrating great spans of designs and models using high-level Italian fabrics. Meanwhile, the operation of the *Bond Street* business will pave the way for the Group to explore further retailing and distribution opportunities within Europe.

Mr. Ngok Yan Yu, Chairman of Hembly, said, “The acquisition of *Bond Street* allows the Group the golden opportunity to further synergize and globalize its retailing and distribution networks, both locally and globally. Not only did the acquisition of *Bond Street* make the Group an Italian brand owner, our turnaround of the *Bond Street* business also allowed its revamped business to contribute positively to our Group’s distribution/ retailing businesses.”

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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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