



FOR IMMEDIATE RELEASE  
To: BUSINESS EDITOR

## **HEMBLY ANNOUNCES TO OPEN ANOTHER MOSCHINO FLAGSHIP STORE IN BEIJING**

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### **TO FURTHER REINFORCE ITS POSITION IN THE AFFORDABLE LUXURY SECTOR**

(20 January 2008, Hong Kong) – **Hembly International Holdings Limited** and its subsidiaries (“Hembly”, the “Company” or the “Group”; SEHK Code: 3989) today is pleased to announce that, in addition to the Moschino flagship store in Shanghai, a new Moschino flagship store has been opened in Beijing to further expand on the company’s footprint in the PRC market.

This Moschino boutique, located at Beijing’s China Central Place (“CCP”), has about 1860 square feet of floor space to display the Moschino CheapandChic, Moschino Donna, Moschino Uomo and Moschino Jeans collections.

Mr. Ngok Yan Yu, Chairman of Hembly, said, “In order to capture the opportunity brought by Olympic 2008 which will bring people from different parts of China to Beijing, we are planning to open 4 flagship stores in the City this year. Meanwhile, the Company plans to open 30 Moschino shops in China within the next 5 years.”

The new shop in Beijing displays the new shop design concept, with the theme of fairy tales, bringing customers a band-new shopping experience that can rarely be experienced in China. A heart-shaped handle, one of the symbols of Moschino, opens the door onto a space of pale, luminous color that transforms the classic furnishings into the main characters of a tale set in an enchanted forest. Light fixtures turn traditional plexiglass teardrops into transparent hearts that magically rain down to the ground to form metallic embellishments. Racks are in the shape of aluminum or black metal trees that spread against the walls like branches and leaves, with clothing hanging 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.

*- to be continued -*

“We believe the Mainland’s economy will continue to perform well and remain strong even after the Beijing Olympic Games in 2008, which would no doubt continue benefiting Hembly’s apparel-retailing business.” Mr. Ngok continued.

“Looking forward, Hembly will acquire more foreign brands and market those merchandise in the PRC. This not only enables Hembly to speed its expansion into the mainland China retail market, but also further reinforce its position in the affordable luxury sector and become one of the global leading multi-brand operators.” Mr. Ngok concluded.

Created in 1983 by Franco Moschino, Moschino is engaged in the design and manufacture of fashion for men and women. It has three collections, “Moschino”, “Moschino Cheap & Chic” and “Moschino Jeans”. The Moschino Cheap & Chic’s Spring Summer 2008 Collection is characterized by eccentric, feminine, classic and impeccable designs made up of precious and exclusive fabrics, such as ‘silk fur’, broderie anglais on pvc and a rare lace embroidered on organza.

Moschino Cheap & Chic’s Spring Summer 2008 Collection also include jackets, safari jacket, dresses, bags, shoes and other fashion and accessory items.

- End -

#### **ABOUT HEMBLY INTERNATIONAL HOLDINGS LIMITED (SEHK: 3989)**

Founded in 2000, Hembly International Holdings Limited specializes in the provision of apparel supply chain services, as well as distribution and retailing of apparel and footwear in China for international brands. Headquartered in Hong Kong, Hembly has established strong European sales and marketing foothold in Italy, France, Sweden and Germany and operation arms in China, including Beijing, Shanghai, Shenzhen, Nanjing, Yangzhou and Macau.

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

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#### **ABOUT MOSCHINO S.P.A.**

Moschino S.p.A. is a part of the Aeffe fashion group and an internationally renowned designer and manufacturer household name for women's and men's fashion. Moschino S.p.A. was originally created in 1983 by the late Francisco Moschino, and is well known for its “classico con twist” and “classical twist”. The look of Moschino’s garments and accessories is often referred to as classical, whimsical, and sexy, and unique styles often filled with a dash of humour. The Moschino brand consists of many lines which cater for the luxury and the luxurious affordable markets respectively and internationally.

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

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