



MOVE ON n' BEYOND with bossini 30th Anniversary!

Dear Friends,

Thank you for your continuous support in the past 6 months. Year 2017 marks an important milestone to bossini. We are proud and happy to invite you all, our most valuable customers, partners and stakeholders, to celebrate our 30th Anniversary with us together! Massive campaigns are being carried out throughout the year, aiming to bring you more excitement and spread the smiles & happiness to every corner of the world.

Let's **MOVE ON n' BEYOND** with us in 2017!

Together we Grow Beyond Borders!

The 30th Anniversary Marketing & Branding Campaign **MOVE ON N' BEYOND** proves a great success! The TVC was specially filmed at different bossini's footprints around the globe, including Czech Republic, Dubai and Taiwan, presenting our latest On-the-Go concept in full with boundless positive energy. Demonstrating by models running through big and small streets in different cultures, bossini On-the-Go will definitely empower you with courage for all challenges ahead and prepare you with the best outfits for all kinds of occasions.



Together we Accomplish!

Creating excitements to customers is always our key competitive edge. A signature **MOVE ON N' BEYOND** green refreshing social hub was set up at The Excelsior Plaza, wtc more in Causeway Bay, offering customers unique experience with "The World's Second Yummiest Ice-cream Melon Bread" and Live Music Shows etc. Tied with thematic **MOVE ON N' BEYOND**, customers found "Dear Future Me" session most encouraging where they can DIY and send gifts to their own selves in future. Our celebrative gift "Sunny Side Up Egg" Picnic Set, designed by famous New York artist Jeremyville, has soon become fashion fans' and collectors' favorite.

Together we Love Challenges!

A series of viral videos – "Give it a try and You'll find you can do it!" has boomed our netizens on social media world and captured 4 million views in 2 week's time! Legendary Emcee Dodo Cheng, has challenged her own self of year 1987, for a Cantonese tongue twister and recorded a 0.5 second faster! The self-challenge games further viral with the participations of pop singer Jason Chan & friends, former TVB News anchor Akina Fong & US youtuber Backwards Dude, local youth artist team Illusdreamer as well as the HK Paper Plane Team. Creative and fun, these videos have joyfully spread the spirit of **MOVE ON N' BEYOND** into different strategic channels.



Together we TSUMTSUM!

Riding on the hottest trends of Disney mobile app games **TSUMTSUM** and movie **Inside Out**, bossini x **TSUMTSUM** 《Stack Up The Fun Together》 collection was launched with 360 degrees marketing strategies in 2 phrases. Vivid and lovely product designs have gained us excellent customer feedbacks and media coverage. Series of planned adorable upselling premium have successfully sustained the sales momentum throughout the period.

Together we Go Bananas!

bossini for our first time has teamed up with **MINIONS** the Yellow Army!! The campaign has become the talk of the town especially when bossini's Go Banana Carnival was designed and set up at Plaza Hollywood, Diamond Hill. The atrium of the shopping mall was turned into **MINIONS** world with lots of delightful excitements. This strategic collaboration with shopping mall has successfully brought a satisfactory "win-win" result, provided a considerable boost to both shoppers spending and visitors traffic to bossini shops and the mall.



Together we share the pride!

Thank you for your recognition! We are honored to have received the Merit Award for our Star Wars Campaign from the Hong Kong Licensing Awards 2016 organized by Asian Licensing Association. It will definitely motivate us to continue to strive for excellence in coming years.