



For immediate release

**DAVID BECKHAM TAKES A STAKE IN THE FUTURE
OF BRITISH HERITAGE MENSWEAR BRAND KENT & CURWEN**

Trinity Announces Exclusive, Global Business Partnership*

Hong Kong 16 September 2015. Trinity Limited (SEHK: 891), a leading retailer and owner of high-end menswear brands in Greater China and Europe, today announced that its Kent & Curwen brand has signed an exclusive five-year agreement that will see David Beckham play a multifaceted role in driving the brand's business globally.

Under the agreement with Global Brands Group Holding Limited (SEHK: 787) through its Seven Global joint venture with David Beckham and his business partner Simon Fuller, David Beckham will be personally involved in multiple aspects of the Kent & Curwen business, from product development, market expansion and advertising to store design and location. Trinity's plans include the creation of new Kent & Curwen collections and marketing campaigns inspired and influenced by David Beckham as well as the opening of new flagship stores in China and other markets around the world, and the launch of an e-commerce site.

Trinity Limited's Chief Executive Officer, Mr Richard Cohen said, "Kent & Curwen was established in 1926 as a sports-related gentlemen's fashion brand, so it's a perfect fit to have David as a business partner – a true gentleman, celebrated for his fashion style, and the British sports hero of his generation."

Mr Cohen went on to say, "We are honoured to have David play a substantial role within the future development and management of the Kent & Curwen business. Sports-related men's fashion is a significant growth opportunity in China and beyond, and I am confident that David, as a global icon, will enable us to engage more deeply with existing customers, and attract a new clientele to the brand."

Mr David Beckham said, "I'm always looking to work with brands and companies that have a rich history and authenticity. When this authenticity is rooted in the country that I came from, it attracts me even more to the partnership. What I love is that Kent & Curwen has a pedigree and excellence that has been passed not just through generations of Britain's most celebrated style icons, from Laurence Olivier to Michael Caine and Mick Jagger, as well as many others who have worn their products. Our aim is to build on its existing popularity and success in China and establish it as a powerful brand globally."

Mr David Beckham will work with Kent & Curwen's design team to develop a personally branded collection for Fall/Winter 2016.

Bruce Rockowitz, Chief Executive Officer and Vice Chairman of Global Brands Group Holding Limited, said, "This deal with Trinity represents an exciting partnership for Seven Global, Global Brands' joint venture with David Beckham and Simon Fuller. We are bringing together two highly complementary brands – the iconic British brand Kent & Curwen, with its rich sporting heritage, and the David Beckham brand, synonymous with sports, style and star power – and expanding them globally. This is just the beginning of our plans to extend the Beckham brand across all consumer product categories, leveraging the powerful worldwide platform of Global Brands."

** As per HKEX requirements for publicly-listed companies, an announcement has also been made on the Hong Kong Stock Exchange on 16 September 2015.*

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About Trinity Limited

Trinity Limited, a publicly-listed company on the Stock Exchange of Hong Kong and a member of the privately-held Fung Group, is one of the leading retailers of high-end menswear brands serving Greater China and Europe, as well as licensing its fully owned brands globally. The Group manages four international menswear brands, namely Cerruti 1881, Kent & Curwen and Gieves & Hawkes, which are self-owned, and D'URBAN which is operated under a long-term licence in Greater China.

About Global Brands

Global Brands Group Holding Limited (SEHK Stock Code: 787, or "Global Brands") is one of the world's leading branded apparel, footwear, fashion accessories and related lifestyle product companies. The Group designs, develops, markets and sells products under a diverse array of controlled and licensed brands and a wide range of product categories. Global Brands' innovative design capabilities, strong brand management focus, and strategic vision enable it to create new opportunities, product categories and market expansion for brands on a global scale. For more information, please visit the corporate website: www.globalbrandsgroup.com.

About Seven Global

Seven Global is a joint venture between Global Brands, David Beckham and Simon Fuller designed to drive the continued development of all consumer product categories around David Beckham and create large scale global brands in partnership with select high profile iconic sports and entertainment stars and rights holders.