

CERRUTI 1881

For immediate release

JASON BASMAJIAN NAMED CHIEF CREATIVE OFFICER AT CERRUTI 1881

Hong Kong 13 OCT 2015. European menswear fashion brand CERRUTI 1881 announced today that Jason Basmajian has been appointed Chief Creative Officer. CERRUTI 1881 is a dominant brand of Trinity Limited (SEHK: 891), a leading retailer and owner of high-end menswear brands in Greater China and Europe.

Jason was previously Chief Creative Officer at GIEVES & HAWKES, also owned by Trinity, and directed its creative evolution from a heritage tailoring house founded nearly 250 years ago to an international luxury menswear brand. With a flagship store at menswear's ultimate address, No 1 Savile Row, London, GIEVES & HAWKES today has more than 100 stores worldwide and is stocked by prestigious retailers, including Harrods in London and Bergdorf Goodman in New York.

Trinity Limited's Chief Executive Officer, Richard Cohen said, "Having successfully set a new creative direction for GIEVES & HAWKES – to industry acclaim - and having helped us conceive a new creative brief for CERRUTI, Jason is the perfect person to turn our expanded CERRUTI brand vision into reality."

Commenting on his appointment, Jason said, "I am very proud of what we have achieved over the past three years at GIEVES & HAWKES. Having been involved in the initial planning for CERRUTI's bigger future, I am incredibly excited and passionate about this new creative mission."

Jason came to Trinity from Brioni, where he spearheaded the modernisation of that brand as its Artistic Director. His career in menswear began in the US with Donna Karan and Calvin Klein. Jason then moved to Paris to work as Creative Director of ST Dupont, where he oversaw the launch of ready-to-wear .

The Cerruti brothers founded the House of CERRUTI in 1881 in Biella, Italy, manufacturing the highest-quality wools and luxurious textiles. Maestros of their craft, the Cerrutis' reputation grew throughout the century, with Nino Cerruti taking up the baton at the age of 20 in the 1950s. In 1967, he founded CERRUTI 1881, creating a legendary impact on men's ready-to-wear. Today, the brand has 126 stores globally and is stocked at leading retailers worldwide.

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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.