

Ron Ng, Tavia Yeung and Tracy Yip Appear in "Bosideng for a Beautiful Winter" Fashion Show

September 30, 2007 - Hong Kong - Bosideng, recently named by the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China as China's World Famous Brand, celebrates this autumn and winter with an exciting series of marketing initiatives. Following the ice catwalk held earlier at Megalce, Bosideng will enliven Hong Kong today and tomorrow (September 30 and October 1) with the fashion preview, "Bosideng for a Beautiful Winter". Celebrities Ron Ng, Tavia Yeung and Tracy Yip, along with a host of models, will demonstrate the lightness, thinness and elegance of Bosideng's 2007 autumn/winter collection.

At the fashion show in Causeway Bay, Ron Ng appeared as a cool motorist in a stylish outfit by Bosideng, the only apparel brand to have been named China's World Famous Brand. "These products are thin and light, which are a lot more stylish than the traditionally cumbersome down jackets. With these light outfits, I can move around easily in winter when doing outdoor shooting or doing sports," Ron says, adding that he is amazed to see down apparel today can be so stylish. "Take this outfit I'm wearing. It is thin and features the most fashionable elements. No one can tell I am actually wearing a down jacket."

Tavia Yeung gets cold easily but often has to work in the mainland. Sometimes she even goes to remote places where the weather is extremely cold, requiring her to bring along a suitcase of warm clothes. "But I'm smarter now. I don't have to wear that many warm clothes because just one Bosideng jacket is enough. Most important though, if I wear thermal vest and go to a heated room, I'll be roasting and have to take off the vest. But with Bosideng, there's absolutely no need to."

As a fashionista, Tracy Yip says she does not normally like down clothes, not least because she is not keen on black or dark colours. But Bosideng completely changes her view with its close-fitting cut, creative use of fabrics and a broad spectrum of colours. "I never thought down jackets can be stylish and fashionable items that can keep one warm at the same time!

Bosideng's youth series targets young people aged 18 to 25. It is marked by a range of salient features found in youth fashion and unique use of fabrics. The details combine various design elements, including insignias and zips, which are all the rage this season. The stylish series is made for young executives aged 25 to 35. It features simple, modern design with a metropolitan feel, making it the best pick for work."

As a leading down apparel brand operator in the PRC, Bosideng always strives to strengthen its brand. For the 12th consecutive year, it is the number one in terms of sales in the PRC, thanks to the top quality and stylish design of its products.