

**Bosideng - The leading down apparel company in the PRC: More of the fashion show -  
"Bosideng for a Beautiful Winter"**

October 1, 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 and promotion initiatives. Following on the heels of the Ice Catwalk held earlier at Megalce, Bosideng once again enlivened Hong Kong with the boundless energy and bright colours of its 2007 autumn/winter collection.

Following the catwalk show "Bosideng for a Beautiful Winter" yesterday (September 30), Bosideng, the only apparel brand to have been crowned the "China World's Famous Brand" title, invited celebrities Shirley Yeung and Lai Lok-yi and a host of models to another stunning show. At the event, the celebrities and models put on show Bosideng's latest youth series and lifestyle series, which are all marked by their lightness, thinness and elegance.

Shirley Yeung, who has just returned to Hong Kong after shooting, is fond of traveling to snowy places such as Hokkaido. "Snowing is romantic for me, especially when snowflakes flutter down lightly on the first snowing day of the year. But then I get cold easily and I always wear down jackets when visiting snowy places. Bosideng has a broad range of designs and the colours are vibrant and cheerful. Wearing them in a place covered by snow is certainly the way to be cute and chic."

Sport-loving Lai Lok-yi is not just a badminton player but is also interested in fishing. "Fishing in the sea is a test of one's patience. Sometimes you find yourself waiting for a whole day without getting anything. In autumn and winter, one may have to wait in the cold wind for hours. So a water-proof and warm down jacket is very important." Lai also likes playing war game with friends and he took a shine to the military green jacket he wore at the show. The camouflage military style is perfect for this winter.

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