

【For Immediate Release】

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BOSIDENG

Bosideng Successfully Holds its Fashion Show in Milan Debut of the New Generation Weightless Down Jacket Showcases Unrivalled Prowess in Global Market

(September 26, 2023 – Hong Kong) – Bosideng International Holdings Limited (“Bosideng” or the “Company”, stock code: 3998, which together with its subsidiaries is referred to as the “Group”), the largest down apparel company in China, successfully held its fashion show at La Vigna di Leonardo, Milan on September 24, 2023. This year, Bosideng ventured into Milan, the international fashion capital, and chose the La Vigna di Leonardo, a favourite location for fashion shows with many luxury brands. With fresh design concepts and cutting-edge warmth technology, Bosideng once again pushed the boundaries of the new generation weightless down jacket and innovated a wearer experience by coming up with a versatile, weightless, warm and contemporary product, allowing Chinese down jackets to shine brilliantly on the global fashion show stage. Bosideng's exceptional innovation prowess and professionalism have not only won acclaims and recognition from the global fashion community, but also further consolidated its globally leading position in the field of down apparel.



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La Vigna di Leonardo, Milan

Bosideng continues to adhere to its positioning as a down apparel expert and has set off a wave of innovation in the product category by means of its professionalism and product technology upgrades. Pietro Ferragina, Bosideng's Creative Research and Development Director responsible for this runway show, expressed his aspiration to convey Bosideng's artisan spirit through this event and show the world the strength of Chinese originality. This time, Bosideng, in collaboration with a Sino-Italian design team, overcame the challenges of the juxtaposition and fusion of vintage and modern elements. They introduced down jackets which were hybrids of an array of different fashionable items. The entire collection boasts internationally certified goose down with 700+ fill power, making them not

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only lighter but also warmer than traditional weightless down jackets. At the same time, they upgraded three key lightweight and warmth technologies, integrating their proprietary, patented system for balancing heat and moisture, exclusive high-stretch fabrics, and heat feedback technology. This achievement signifies a breakthrough in crafting versatile attire suitable for spring, autumn, and winter for various scenarios.

Eileen Gu, the brand ambassador of Bosideng, adorned herself in the brand-new weightless down jacket, marking her debut on the runway for a Chinese apparel brand. Sharing the runway was international supermodel Coco Rocha, who showcased the brand-new weightless down jackets with extraordinary finesse.



Eileen Gu and Coco Rocha on the runway

Bosideng's product debut at La Vigna di Leonardo, Milan has successfully set off a global craze for weightless down jackets and has drawn consumer attention. Remarkably, long queues of customers have formed at Bosideng's flagship store in London as they eagerly snapped up the weightless down jackets. Leading overseas media competed to cover the story. All these demonstrate that Bosideng's redefinition of a new generation of weightless down jackets was of great significance to the entire down jacket industry.



Overseas media coverage and hot discussions from social media users

In addition, according to the “Brand Finance Apparel 50 for 2023” released by Brand Finance, one of the top five international authoritative brand value evaluation consultancies, the Bosideng brand once again made it to the list, further improving its ranking to the 47th place in the apparel brand list. Bosideng not only has ranked first in terms of the growth of brand strength among the short-listed Chinese apparel brands but also has become the fastest growing Chinese apparel brand in the global market this year.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, “This year, Bosideng once again redefines weightless down apparel and debuts its latest products in its fashion show at La Vigna di Leonardo, Milan. The brand-new collection of down apparel has been jointly created by a team of Chinese and Italian designers and integrates the classical elements of both the Chinese and Italian cultures, featuring the combination of the elements of the Renaissance embodied in Da Vinci’s famous paintings and Bosideng’s brand concepts, the essence of its products and its proprietary technology-based functions. As a result, consumers have been impressed with Bosideng’s craftsmanship and professionalism embodied in its products. In the future, Bosideng will stay true to its original aspiration to ‘warm the whole world’, keep up with the times, infuse its brand with new values pertaining to modern times, become the world’s leading expert on down apparel, and scale new heights by setting the trend as the world’s leading down apparel group, thus creating more value for consumers and enhancing their experience with its products and service in the global market. It aims to contribute to a better life.”

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About Bosideng International Holdings Limited:

Bosideng International Holdings Limited (the “Company”, which together with its subsidiaries, is referred to as the “Group”) is a renowned down apparel company in China with down apparel brands, namely *Bosideng*, *Snow Flying* and *Bengen*. The Group caters for different customers and consolidates its leading position in China with its core brands. Currently, the Group’s ladieswear brands include *JESSIE*, *BUOU BUOU*, *KOREANO* and *KLOVA*; and the school uniform brand is *Sameite*.

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