



For immediate release

**GLOBAL SEARCH FOR CREATIVE DIRECTOR TO WORK WITH DAVID BECKHAM  
AT KENT & CURWEN**

**Hong Kong 13 October 2015.** Trinity Limited (SEHK: 891), a leading retailer and owner of high-end menswear brands in Greater China and Europe, today announced a global search for a new Creative Director for its British sporting heritage brand Kent & Curwen. Internationally-recognised consultant and CEO of Karen Harvey Consulting, Karen Harvey, has been retained to lead the search.

Trinity also announced the appointment of Simon Spurr, Kent & Curwen's present Creative Director, as Creative Director of the company's British sartorial brand, Gieves & Hawkes. Meanwhile Jason Basmajian, currently Chief Creative Officer of Gieves and Hawkes, is to become Chief Creative Officer of Trinity's dominant brand, Cerruti 1881, with immediate effect.

Trinity Limited's Chief Executive Officer, Richard Cohen, said that the moves had been planned for some time, as part of a broader strategy to realign and re-energise the company's leading brands.

Kent & Curwen recently signed a worldwide exclusive five-year agreement that will see David Beckham play a multifaceted role in driving the brand's business globally. As part of the agreement, the new designer will work with David Beckham to develop his personally-branded collection for Kent & Curwen for next Fall/Winter 2016.

Richard said, "In addition to working with David on the collection, Kent & Curwen's new Creative Director will be asked to bring a vision of their own, and deliver collections that tap into the huge opportunity for sports-related men's fashion in China and beyond."

He added, "In Jason Basmajian and Simon Spurr, I believe Trinity has the leading team of Creative Directors in mens' fashion. When we complete our search for Kent & Curwen, our team will be even more the envy of the industry."

Kent & Curwen was established in 1926 as a sports-related British fashion brand. Today, Kent & Curwen is a synonym for the finest quality menswear and accessories, leveraging its sporting heritage and distinguished past to deliver an extraordinary selection of sportswear under the Three Lions Herald. The brand has 102 stores worldwide and is stocked by leading retailers.

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For further enquiries, please contact:

FleishmanHillard

**Geoff Bilbrough**

[geoff.bilbrough@fleishman.com](mailto:geoff.bilbrough@fleishman.com)

+852-2586-7830

**Sadie Lam**

[Sadie.Lam@fleishman.com](mailto:Sadie.Lam@fleishman.com)

+ 852-2586-7836

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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.