



Male Model: Camouflage Reflective Windbreaker \$99, All Over Splash Print Tee \$23; Cut-and-Sewn Joggers \$49; **Female Model:** Polka Dots Reflective Windbreaker \$89, Twill Joggers \$49

PRESS RELEASE

#STAND OUT IN STYLE FOR FALL 2017

Download high-res images [here](#).

Singapore, 23 August 2017 – This fall, stand out in style with **bossini's** “on-the-go” collection. Fronting the campaign is the Reflective Windbreaker – the fall essential integrates reflective detailing to keep you visible even in low light. Layer the Windbreaker with a nicely-fit tee and pull on a pair with Joggers for an edgy street look. Or, alternate your outer-layer with the Multipurpose Windbreaker for a switch. Suitable for today's urbanite to live, work and play in, the “On-the-Go” fall 2017 collection will be available at bossini shops from 25 August at 20% off min. two pieces purchased*, while stocks last.

#bossini30years #bossinigs #europe #centralAmerica #asia #middleEast #africa
Shop in-store or online at www.bossini.com | *Selected regular-priced items only

Reflective Windbreaker

Reflective print, windproof and water-repellant

Take the Reflective Windbreaker to the streets. The unique prints (camouflage print for men and polka dots for women) on the windbreaker hides subtly during the day but comes alive at night with its 360-degree reflectivity to help you stay visible even in low-light conditions. The prints are most visible when lights are shone on the windbreakers in the dark; try it in-store with the camera flash. The Reflective Windbreaker boasts zippered pockets and an inner pocket to store your belongings.



MEN'S *Let's Go to Detroit City*
Sweatshirt **\$26**

MEN'S *Biker*
Joggers **\$49**

LADIES' *Live with Less* Graphic Tee
with Side Slit &
Tipping **\$33**

LADIES' *Colour Blocking*
Joggers **\$49**

Multi-Purpose Windbreaker

Lightweight, windproof and packable

Stay dry and warm in Singapore's erratic weather; the outdoor-inspired layer's water-resistant, windproof and dirt proof Teflon™ construction shields you from the drizzle and wind gusts when it pours. Fold it when the sun comes out and carry it hands-free with the belt bag it becomes. Zippered pockets keep essentials safe while the elastic cuffs and drawstring-adjustable waist ensure a snug fit. The drawstring-adjustable hood keeps the wind out. The eye-catching Multi-Purpose Windbreaker is available in two colours for men (kiwi and black) and ladies (dusty rose and turquoise).

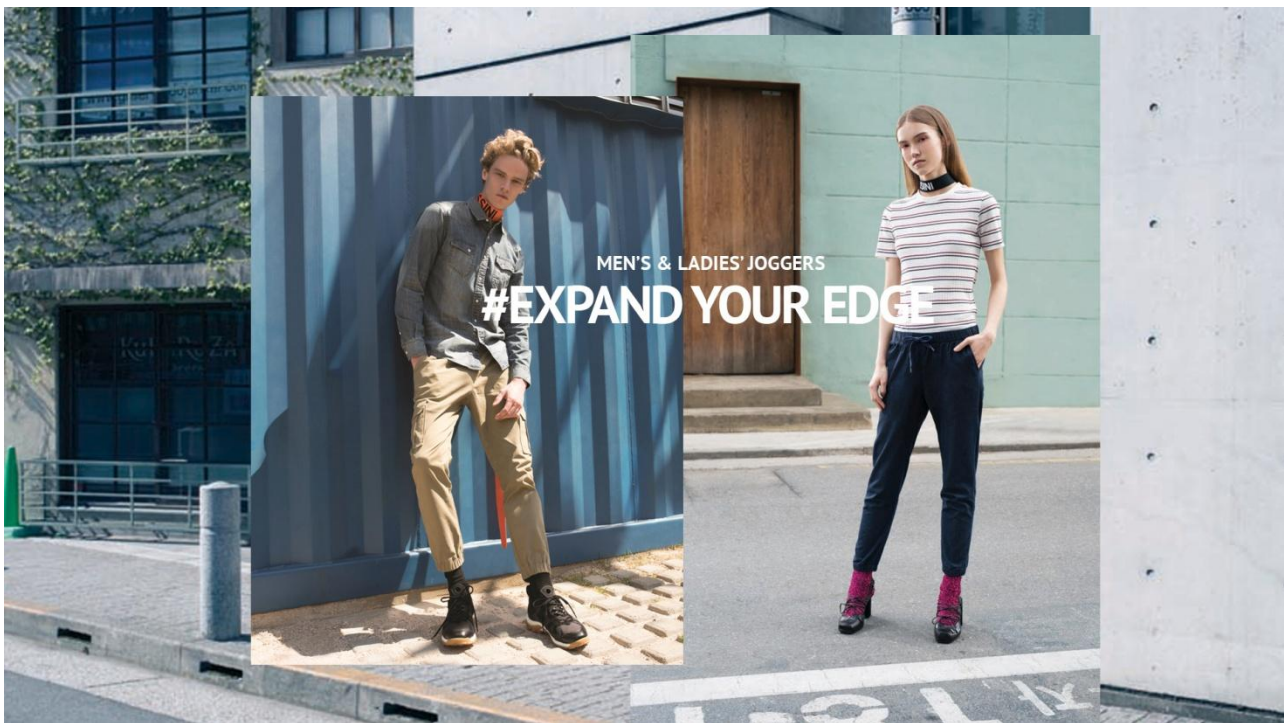


Male Model: Men's Multi-Purpose Windbreaker **\$79;**

Female Model: Ladies' Multi-Purpose Windbreaker **\$69**

Joggers

A style upgrade from your usual jeans or sweatpants – joggers are tapered in the legs and feature an elastic cuff and waistband that stretches to support your movement. An easy outfit pick, joggers are available at \$49 for men and ladies in hues that are at an all-time high for fall like deep green, walnut and grey. This season, men can look forward to a wide range of joggers including well-placed patterns that runs across the thighs for men (utility joggers and biker joggers) while ladies can expect new detailing such as joggers in chambray material and striped prints.



Male Model: Denim Shirt \$53, Cargo Joggers **\$49**;

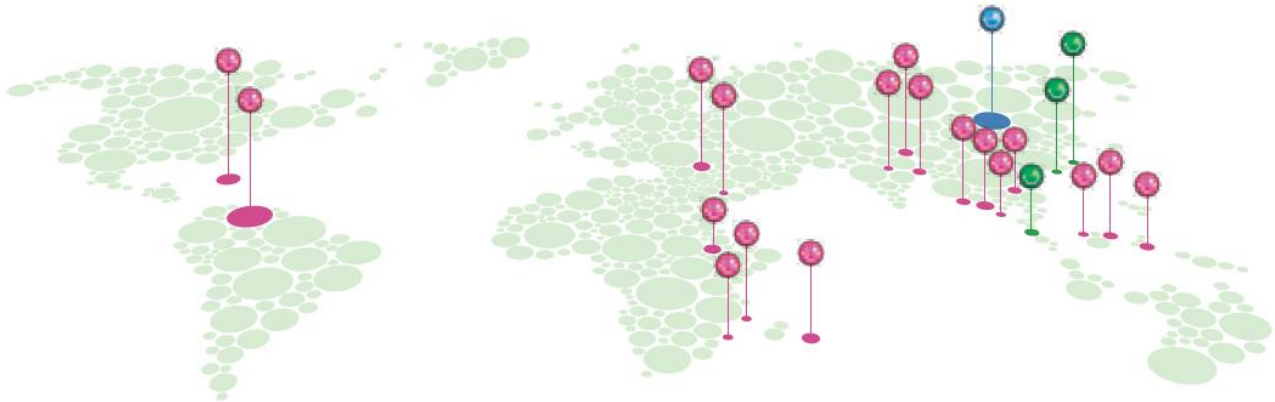
Female Model: Striped Ribbed Tee \$26, Pull-On String Twill Joggers **\$49**

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About bossini

bossini International Holdings Limited., listed on the stock exchange of Hong Kong limited in 1993 (stock code: 592), together with its subsidiaries ("bossini") is a leading apparel brand owner, retailer and franchiser in the region. Headquartered in Hong Kong, bossini launched its first retail outlet in 1987. Over the past three decades, it has rapidly established an extensive international operating platform and distribution network, and successfully expanded its business to about 952 stores in 32 countries & regions around the globe, with four core markets in Hong Kong, mainland China, Taiwan and Singapore.

bossini's brand value, "be happy", promotes a positive and optimistic life attitude. Through colourful products and visual merchandising, the smiling faces of our staff, their willing service, appropriate humour in various products and more, we aim to offer a comfortable and relaxed shopping environment, thus a happy shopping experience to our customers and eventually happy customers.



Bossini Website : www.bossinibehappy.sg
bossini Facebook/Instagram : @bossinigs
bossini Online Shop : www.bossini.com
bossini Corporate Site : www.bossini.com/corp/en/

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