



# a day with emoji

FALL COLLECTION 2017

bossini  × emoji™  
THE ICONIC BRAND

## bossini x emoji Collection

#bossinisc #bossinixemoji #emoji #behappy #adaywithemoji

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

Singapore, 30 August 2017 – This fall, **bossini** presents the comical and whimsical **bossini x emoji** Collection. The collection features many iconic **emojis** including 😍 (Heart Eyes), 😂 (Tears of Joy) and 💩 (poop), which are widely used around the globe. Fun emoji trivias are also found on some pieces to brighten up any dull day.

**emojis** are found on trendy silhouettes including denim jackets, sweatshirts, tunics and pants in neutral colours – black, white and grey and fall season's popular military colour. The collection ranges from \$23 to \$89 and will be available at all **bossini** shops from 1 September.

#bossini30years #bossinisc #europe #centralAmerica #asia #middleEast #africa  
Shop online at [www.bossini.com](http://www.bossini.com)





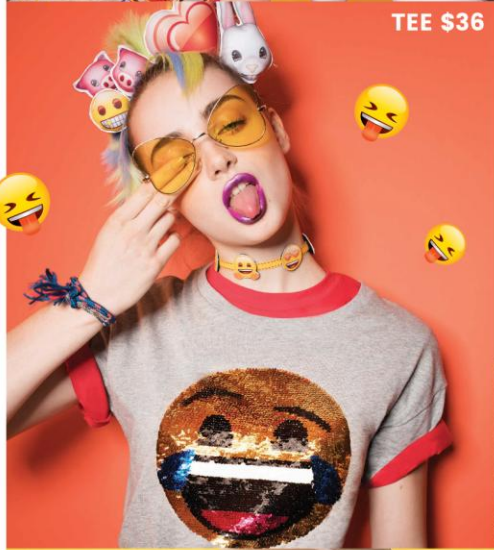
CAMI SLIP DRESS \$39



TUNIC \$33



TEE \$23



TEE \$36



DENIM JACKET \$89



TEE \$33



TEE \$23



TEE \$23  
SKIRT LEGGINGS \$23



TEE \$26

## emoji Premiums

**bossini** is launching two premiums for the wacky collection – an **emoji** Beach Ball in two designs (U.P. \$10.90 or \$2.90 with \$120 min. spend) and **emoji** Foldable Chair (U.P. \$39 or \$15 with \$150 min. spend). The lightweight and portable **emoji** Foldable Chair is suitable for picnics and hikes.

### **bossini x emoji** Beach Ball (45cm in diameter)



Tears of Joy



Poop

### **bossini x emoji** Foldable Chair (holds up to 80kg)

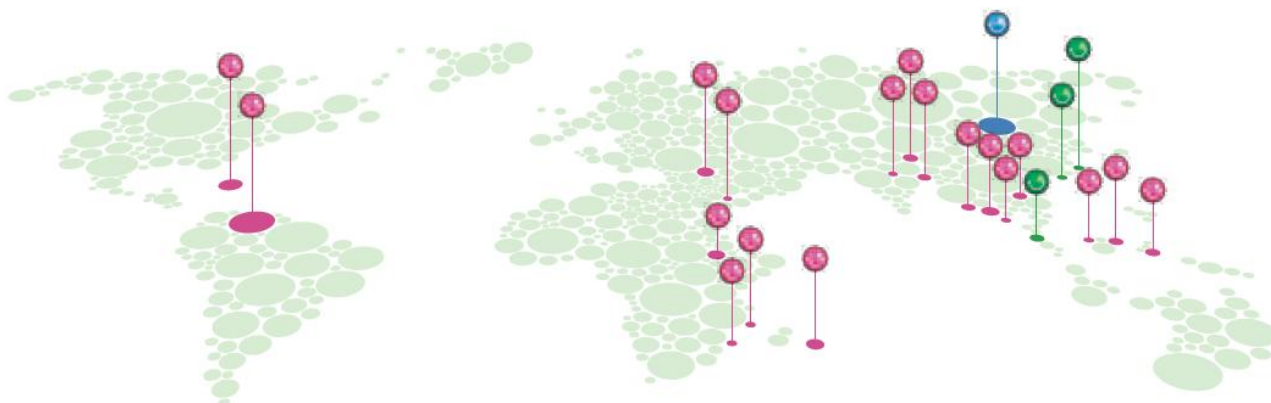


-End-

## 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](http://www.bossinibehappy.sg)  
**bossini** Facebook/Instagram : @bossinisg  
**bossini** Online Shop : [www.bossini.com](http://www.bossini.com)  
**bossini** Corporate Site : [www.bossini.com/corp/en/](http://www.bossini.com/corp/en/)

## For media enquiries, please contact:

### Pamela Tan

Office : 6305 9423  
Email : [pamela.tan@bossini.com.sg](mailto:pamela.tan@bossini.com.sg)

### Ho Wing Sum

Office : 6305 9427  
Email : [wingsum.ho@bossini.com.sg](mailto:wingsum.ho@bossini.com.sg)