



**On Ko Hyo Joo:** Seamless Stretch Down (Long Coat), \$169

## PRESS RELEASE

# #STRETCH YOUR POTENTIAL

#bossiniSG #bossini30years #KoHyoJoo

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

Singapore, 23 October 2017 – **bossini** marked its 30<sup>th</sup> anniversary earlier in March with its #moveonandbeyond campaign. The spring campaign celebrated individuals on-the-go or constantly in pursuit of pushing boundaries. Its fall campaign extends Spring's, encouraging individuals to **#StretchYourPotential**, to explore infinite possibilities and rediscover self in doing so. **bossini** supports this pursuit to push boundaries and challenge limits with trendy and practical pieces from its fall collection.

### Experience life without restrictions

Perhaps **bossini**'s latest campaign is best encapsulated in its engagement of South Korean longboard sensation, Ko Hyo Joo, to front its key piece – the Stretch Seamless Down Jacket. In **bossini**'s campaign video, Hyo Joo skates through Asia's iconic architecture and infrastructure – starting with Hong Kong's Central (heart of the city's fashion) Seoul's Dongdaemun Design Plaza (DDP) (South Korea's design hub) and

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\*Information accurate as at time of dissemination.† Date of availability in-store TBA\*

Tokyo's Shibuya Crossing – in **bossini's** Stretch Seamless Down Jacket. While she skillfully manoeuvres the 23-centimetre wide longboard through the city's intersections with ease, the jacket's features are evident.

**Stretchable, Seamless and Light**

Made to keep you warm while you pursue your goals, the Jacket is made of 90% down and ensures that you are able to maximise every movement– its stretch recovery allows free movement without holding back, a seamless body construction minimises chafing and its light weight does not weigh you down.

The women's jacket is available in two lengths: the long coat (above the knees) at \$169 and short coat (covers the waist) at \$139. The Stretch Seamless Down Jacket will be available for both men and women from 26 October 2017 in varied colours at selected stores at 20% off each or 30% off min. two pieces purchased\*, while stocks last.



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### All-in-One: Multi-Functional and Light Down Jacket

**bossini's** fall collection sees the return of winter holiday favourites: the Multi-Functional Jacket and the Light Down Jacket with silver lining. The Multi-functional (shell) and Light Down Jacket (inner) can be worn separately or together. Attach the three adjoining points together and you're ready to battle the cold, in style. Keep warmer by pulling the coat closer with drawcords.

With these all-in-ones, your year-end family holiday has been taken care of. Available for men, ladies and kids' from 26 October 2017 at selected shops at 20% off each or 30% off min. two pieces purchased\*, while stocks last.



Men's and ladies' Multi-purpose Jacket (shell) \$129 and Light Down Jacket (inner) with Silver Lining \$119

\*\*The jackets' temperature ratings are for reference only; insulation can vary with different body types and other environmental factors.

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### Chic and Cozy Fall Essentials

Pair your winter jackets with stylish and comfortable inner layers. These sweaters and pants in a neutral tone palette of grey and black with red accents are your go-to pieces for your fall wardrobe, or whatever the day takes you to. Layer the jacket over a sweater and pair them with your favourite pair of bottoms for a style shortcut.

Selected items from the collection will be available at bossini shops from 21 October 2017 at 20% each or 30% off min. two pieces purchased, while stocks last. Sweaters for men and ladies are available at \$33 each or \$26 min. two pieces purchased.



**Left:** men's Stripe NYC Sweater (\$49), **Right:** ladies' Terry Graphic Embroidery Sweatshirt with Embroidered Badges, \$43<sup>†</sup>



**Left-Right:** Hooded ¾ Sleeve Sweat Dress \$49<sup>†</sup>; Varsity Bomber Jacket \$56<sup>†</sup>; Culottes with Side Tipping \$43<sup>†</sup>; All Over Dog Puff Sweatshirt \$43<sup>†</sup>; Shiny Pleated Skirt with side Slit \$33<sup>†</sup>

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### About Ko Hyo Joo

An app designer by day, longboarding started out for Hyo Joo as an escape for her everyday routine. Since then, her passion has seen her self-confidence and the sport elevated to online worldwide publications including the likes of Vogue.com and Hypebeast.com. With her skillful and entrancing dance moves on the longboard, she has inspired many others to take up the sport - evident from her strong following on her YouTube channel (82,704\* subscribers) and Instagram (440,000\* followers).

Instagram : @hyo\_jo

Facebook : @KoHyoJoo

YouTube : [https://www.youtube.com/channel/UC5FOkD\\_OiUjgCOawXaK0wCg](https://www.youtube.com/channel/UC5FOkD_OiUjgCOawXaK0wCg)

### 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.bossini.com.sg](http://www.bossini.com.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/)

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