



Left to Right: Men's Linen Blended Shirt \$43, Men's Linen Blended Floral Shorts \$46, Ladies' Texture Textured Stripe Tee \$46, Ladies' Cropped Relaxed Pants \$49

PRESS RELEASE

**bossini's Summer 2018
Style Hunt: Safari Collection**

Singapore, 16 July 2018 – Your hunt for style this summer stops now; pull off your everyday wear with style and comfort with **bossini's** fresh and earth-toned holiday-styled summer'18 Safari collection. Inspired by the outdoors and summer getaways the collection features breezy neutral-toned blouses for ladies while the line-up for men includes a range of linen-blended shirts, botanical-print tees and shorts.



Make your resort-themed outfit dressy fit for your any occasion – printed and textured tops in a safari-inspired palette of white, yellow and olive. Complete your tropical ensemble with pants (cropped or carrot-fit) for semi-formal Fridays or light denim bottoms, perfect for the weekend.



Achieve laid-back comfort with bossini's safari collection for men and shorts – tees are emblazoned with palm leaves, and rings in nature in white, olive and navy. For a more formal get-up, the collection includes linen-blended short-sleeve shirts in tones of white, tan and blue.



bossini's latest summer collection for kids keeps them happy with a myriad of colours across dresses for girls and fun prints of nature for boys.

The Summer Collection retails from \$26 for adults and \$23 kids and will be available at bossini stores progressively from 14 July 2018.

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 940 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
bossini Facebook/Instagram : @bossiniscg
bossini Online Shop : www.bossini.com
bossini Corporate Site : www.bossini.com/corp/en/

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