

Press Release  
For immediate release



Men's Checked Shirt (\$33.90), Denim Shorts (\$33.90); Ladies' V-Neck Striped Shirt (\$37.50), Twill Shorts (\$35.10);  
Boys' Checked Shirt (\$31.90), Twill Shorts (\$26.90), Girls' Ribbon Dress (\$29.90)

## Blooming Red

*Take on Spring with reds and florals*

#bossiniSG #bossiniCNY

Download high-res images [here](#)

Singapore, 4 January 2019 – Ring in the Lunar New Year with **bossini's** "Blooming Red" CNY 2019 collection. Featuring mainly red and blooms, the new collection brings to mind what the New Year entails for all – family reunion and joy in new beginnings.

Dress to impress and indulge in your favourite festive treats at the same time; the line-up includes a comfy range of short-sleeved shirts and polo shirts for men and blouses and dresses for ladies and girls.

\*Selected bossini stores include Tampines, Causeway Point, Bugis Junction, Jurong Point, Lucky Plaza and Clementi Mall.

A capsule comprising of chiffon pieces include jumpsuit, shirt dress and blouses with frill details will also be available at selected bossini stores\*.

Both collections retail from \$23.90 at selected **bossini** stores. Partake of the festive season with us; receive an 8-piece red packet with a \$50 minimum spend in-stores from 7 January 2019, while stocks last.



Left: Argyle Polo Shirt (\$29.90), Denim Jeans (\$39.90); Right: Short Sleeve Shirt (\$33.90), Shorts (\$33.90)



Left to right: Floral Graphic Tee (\$23.90), Ottoman Cardigan (\$39.90), Ankle Length Skinny Jeans (\$33.90); Floral Puff Print Tee (\$23.90), Tapered Pants (\$39.90); Ottoman Dress (\$47.90) *belt excluded*

\*Selected bossini stores include Tampines, Causeway Point, Bugis Junction, Jurong Point, Lucky Plaza and Clementi Mall.



Left: Off-Shoulder Blouse (\$26.90), Twill Shorts (\$26.90);  
Right: Ribbon Dress (\$29.90)



Left: Mandarin Collar Shirt (\$31.90), Denim Shorts (\$31.90);  
Right: Checked Shirt (\$31.90), Twill Shorts (\$26.90)

\*Selected bossini stores include Tampines, Causeway Point, Bugis Junction, Jurong Point, Lucky Plaza and Clementi Mall.

## 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](http://www.bossini.com.sg)  
**bossini Facebook/Instagram** : @bossiniscg  
**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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