



bossini x Miffy Collection

Bloom with Joy!

@bossiniSG #bossinixmiffy #miffy #bloomwithjoy

[Download high-res images here](#)

Singapore, 27 August 2019 - Our favourite childhood bunny is here to join us in our Fall season! **bossini** and Miffy debuts their first ever collaboration in the **bossini x Miffy Collection: Bloom with Joy**.

The collection will arrive at all **bossini** stores (except Changi City Point, Toa Payoh, Bedok Mall and Hougang Mall) progressively from 2 September 2019. The line-up features Miffy on a range of printed tees, hoodies and dresses for ladies and kids.

With signature colours of orange, blue and yellow, and distinct minimalist design, the exclusive line-up includes playful and fun designs for the kids, as well as the kid in you. Specially curated for both boys and girls, the designs seamlessly match the **bossini x Miffy** women's collection for that mother-and-child look.

Complete your Miffy day out with the limited edition canvas Miffy Tote bag at \$13.90 with \$50 spend, or get it for free with \$100 spend (U.P: \$19.90). Terms and conditions apply.



Women's Miffy Graphic Tee
\$26.90



Women's Miffy Striped Tee
\$26.90



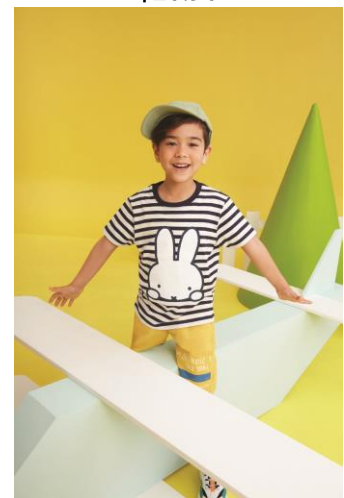
Women's Miffy Hoodie Dress
\$26.90



Boys' Miffy Graphic Tee
\$26.90



Boys' Miffy Graphic Tee
\$26.90



Boys' Miffy Striped Tee
\$26.90



Girls' Miffy Graphic Tee
\$26.90



Girls' Miffy Graphic Tee
\$26.90



Girls' Miffy Graphic Tee
\$26.90
Girls' Miffy Sailor Skorts
\$26.90

Preview collection:
<http://bit.ly/bossinixMiffy>

About bossini

bossini International Holdings Limited, listed on Hong Kong Stock Exchange since 1993 (stock code: 592), and 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 : [@bossiniSG](https://www.facebook.com/bossiniSG)
bossini Online Shop : www.bossini.com
bossini Corporate Site : <http://www.bossini.com/corp/en/>

For media enquiries, please contact:

Pamela Tan

Office : 6305 9423

Email : pamela.tan@bossini.com.sg

Valerie Goh

Office : 6305 9427

Email : valerie.goh@bossini.com.sg