



bossini x Sanrio Collection

Let Our Adventure Begin

@bossiniSG #bossiniSG #bossinixsanrio #letouradventurebegin

Singapore, 14 November 2019—As 2019 approaches to an end, slow down and enjoy the fruits of your labour for the past year; take time to pamper yourself and spend more time with your loved ones. Hello Kitty has inspired friendship through her philosophy of being considerate of others and treating others with kindness for the past 45 years. Embark on an adventure with My Melody, Bad Badtz-Maru, Pompompurin, Ahiru No Pekkle and Pochacco as they accompany Hello Kitty on her birthday trip around the world.

Stay cozy for the world tour as bossini Fall/Winter 2019 collaboration collection with Sanrio arrives just in time for November, Hello Kitty's birthday month. With timeless prints and designs featuring the adorable Sanrio characters, the bossini x Sanrio Fall/Winter 2019 collection makes a great wardrobe companion for all your globe-trotting adventures.

You Had Me at Hello

Join fans around the world to celebrate #HelloKitty45—the iconic Hello Kitty turns 45 this November. Most of the women and girls' items feature the iconic character on graphic tees, dresses and jackets.

Neutral Classics

The rest of the collection dons an earthy colour palette of grey, cashew brown and black, which makes the pieces easy-to-style. Stay warm and light as the collection is made of a good balance of cotton, boa fleece and corduroy fabrics. Silhouettes includes short-sleeved t-shirts, hooded sweatshirts and jackets, which makes dressing up or down effortlessly.

Gift with Purchase for Early Launch at 4 stores (15–17 Nov)

Head over to either of these four stores (Jewel Changi Airport, PLQ Mall, United Square and Downtown East) to get the Sanrio Crossbody Bag (worth \$23.90) free with just \$100 nett min. spend. Choice of design and offer is valid while stocks or offer lasts. Purchase should include at least one piece of Sanrio apparel.

Never Too Cute: Sanrio Collectibles



**Bad Badtz-Maru/Hello Kitty
Crossbody Bag \$23.90**

**Hello Kitty Lunch Bag
\$36.90**

Make a min. purchase of \$100 in-store to purchase Sanrio collectibles at special prices*:

- **Sanrio Crossbody Bag at \$16.90 (U.P. \$23.90):** The crossbody bag makes a good travel option to carry your essentials around. Choose from two designs: Hello Kitty (cherry red) or Bad Badtz-Maru (black).
- **Hello Kitty Lunch Bag at \$23.90 (U.P. \$36.90):** The lunch bag is waterproof and its seamless seams makes containing even hot liquids up to 120°C possible. Replace your disposables (plastic boxes and or bags for take-away food) with this environmentally-friendly lunch bag. The lunch bag is made with 100% Thermoplastic Polyurethane (TPU), which means that it is reusable, oil- and wear-resistant. Once you are done with your food, simply wipe or rinse it and roll it back to its compact form.

Share your love for these Sanrio characters with your young'uns as the collection includes a matchy-matchy tees for the entire family. "Let our Adventure Begin" bossini x Sanrio collection is available from 15 November 2019 at selected bossini stores, from \$26.90 for a kids' graphic tee. The collection will be available at bossini stores islandwide from 18 November.

*Terms and conditions apply.



Women's Hello Kitty
Zipped Hoodie Jacket **\$59.90**



Women's Miffy Striped Tee
\$26.90



Women's Pompompurin Cotton
Corduroy Dress **\$59.90**



Men's Pompompurin
Pocket Tee **\$29.90**



Men's Bad Badtz-Maru Pullover **\$49.90**



Men's Ahiru no Pekkle
'Bon Voyage' Tee **\$29.90**



Boys' Ahiru no Pekkle
Sweatshirt **\$39.90**



Boys' Pompompurin
'Say Cheese!' Striped Tee **\$26.90**



Boys' Bad Badtz-Maru
Zipped Hoodie Jacket **\$49.90**



Girls' Hello Kitty
Pinafore Dress **\$49.90**



Girls' Hello Kitty
Graphic Tee **\$26.90**



Girls' Hello Kitty Hooded
Sweater Dress **\$39.90**

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 1,000 retail locations in over 30 countries and regions worldwide, 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/>

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