

Press Release  
For immediate release



From left: Mens' Pocket Shirt \$46.90, Girls' Checkered Shirt Dress \$49.90, Boys' Pocket Shirt \$39.90, Ladies' Checkered Shirt Dress \$53.90

## **bossini x Chinese New Year 2020**

# **Traditional Bolds**

#bossiniSG #bossiniCNY #CNY2020

Singapore, 18 December 2019—Ring in the new year with Traditional Bolds: bossini's Chinese New Year collection for 2020 gives the traditionally all-red outfit an updated twist: checks and camouflage prints.

Don these bold pieces as a family as the collection spans across short-sleeved shirts, dresses, pants as well as comfortable short-sleeved tees and shorts for men, women and kids.

The collection is available at bossini stores island-wide from 19 December 2019. Also, receive a set of Red Packet Holder and 8-piece Red Packets with \$88 minimum spend in-stores from 26 December 2019, while stocks last.



Ladies' Tweed Dress \$49.90, Men's Tweed Checked Mandarin Collar Shirt \$46.90

Adding a touch of sophistication to the look. Put on a simple white tee with tweed jacket for the more formal Chinese New Year gathering.



Boys' and Girls' CNY Graphic Tee \$29.90

Pair these graphic tees with a pair of shorts or culottes for comfort during long hours of house visits.

## 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](http://www.bossini.com.sg)  
**bossini** Facebook/Instagram : [@bossiniSG](https://www.facebook.com/bossiniSG)  
**bossini** Online Shop : [www.bossini.com](http://www.bossini.com)  
**bossini** Corporate Site : <http://www.bossini.com/corp/en/>

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