

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



## **High Fashion International Limited**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 608)**

### **POSITIVE PROFIT ALERT**

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that the Group's interim results for the six-month period ended 30 June 2010 is expected to record an increased profit as compared to the six-month period ended 30 June 2009.

**Shareholders and potential investors are reminded to exercise caution when dealing in the shares of the Company.**

This announcement is made by High Fashion International Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the unaudited consolidated profit of the Group for the six-month period ended 30 June 2010 is expected to increase as compared to the profit recorded for the six-month period ended 30 June 2009 mainly due to (i) an increase in the gain on fair value changes on derivative financial instruments; and (ii) an increase in fair value of investment properties.

The Company is in the process of finalising the interim results of its continuing operations for the six-month period ended 30 June 2010. The overall financial results of the Group for the six-month period ended 30 June 2010 will be ascertained when these results are finalised. Details of the Group's performance will be disclosed in the interim results announcement of the Group by late-August 2010.

The information contained in this announcement is based on the preliminary assessment by the Company's management according to the management accounts of the Group and is not based on any figures or information that has been audited or reviewed by the Company's auditors.

**Shareholders and potential investors are reminded to exercise caution when dealing in the shares of the Company.**

The Company will make further announcements as and when necessary in order to keep the market informed.

By Order of the Board  
**High Fashion International Limited**  
**Lam Foo Wah**  
*Chairman & Managing Director*

Hong Kong, 2 August 2010

As at the date of this announcement, the Board of the Company comprises of (1) executive directors: Mr. Lam Foo Wah and Ms. So Siu Hang, Patricia; and (2) the non-executive directors: Mr. Chan Wah Tip, Michael and Professor Yeung Kwok Wing; and (3) the independent non-executive directors: Messrs. Woo King Wai, Wong Shiu Hoi, Peter and Leung Hok Lim.