



TRINITY



overture.



harmony.

For nearly half a century, the Trinity Group has been a leader in menswear, carefully selecting brands from across the globe for the Greater China market. Founded in the early 1970s, the company was a pioneer in menswear manufacturing and within a decade it diversified to include retail and private-label production. Today, Trinity Group is composed of an array of businesses that focus on high- to luxury-end menswear. Each brand in our portfolio not only has its own venerable history and sterling reputation for design and quality, but also adds a distinct profile to the Trinity stable. The resulting harmony encapsulates Trinity's core values: **heritage**, **luxury**, and **excellence**.

rhythm.

The Trinity umbrella represents a harmonic convergence of well-established high- to luxury-end brands that embody the aspirations of modern men throughout Greater China. Each brand offers a unique wardrobe that reflects their ambitions, authority, and achievements. Today, we are the premier menswear retailer in the region, offering a range of menswear brands in each market. As the Chinese appetite for luxury menswear increases, our brand-management expertise and retail skills continue to provide us with formulas for success. Our experience and exposure enable us to constantly re-evaluate market trends and to seize opportunities that will strengthen our portfolio.



Bangkok

Baotou

Beijing

Busan

Changchun

Changsha

Changzhou

Chengdu

Chongqing

Daegu

Daejeon

Dalian

Dandong

Fuzhou

Guangzhou

Guiyang

Gwangju

Handan

Hangzhou

Harbin

Hefei

Hong Kong

Hsinchu

Huaian

Huhehaote

Huzhou

Jilin

Jinan

Jinhua

Jinjiang

Kaohsiung

Kuala Lumpur

Kunming

Kyunggi-do



metro.

Lanzhou

London

Macau

Nanchang

Nanjing

Nanning

Ningbo

Ordos

Qingdao

Seoul

Shanghai

Shangyu

Shenyang

Shenzhen

Shijiazhuang

Singapore

Suzhou

Taichung

Tainan

Taipei

Taiyuan

Tangshan

Tianjin

Ulsan

Urumqi

Wenzhou

Wuhan

Wuxi

Xiamen

Xian

Yantai

Yiwu

Zhengzhou

Zhoushan

stewardship.

The Trinity Group stewards an ensemble of seven dynamic international high- to luxury-end menswear businesses: Kent & Curwen, Cerruti 1881, Gieves & Hawkes, D'URBAN, Intermezzo, Altea, and Salvatore Ferragamo. Carefully selected from the world's fashion capitals, each brand offers a distinct and full product range that includes both formal and casual wear, with attention to unique preferences and fit. In choosing brands for our portfolio, we look for menswear lines that offer authenticity and heritage, as well as a vision for the future. Our mission is to nurture and steward each Trinity brand to satisfy today's customers and appeal to future generations. We will continue our quest across Europe, Asia, and the Americas to find new heritage brands for the Trinity portfolio.

scale.

Trinity retail stores are strategically positioned in prime locations throughout the world. Our retail formula of size, adjacencies, and product mix enables us to distribute and promote our brands and stores with maximum efficiency and effectiveness. All of the Group's retail stores are directly operated to ensure consistently high standards in products, customer experience, and service. Further, the Group is a pioneer in expanding its store network into the Chinese Mainland's lower-tier cities, with an established logistical network that provides comprehensive national coverage. Our stores deliver the spirit and heritage of each brand's culture while satisfying different profiles of the affluent consumer.



composition.





our brands.



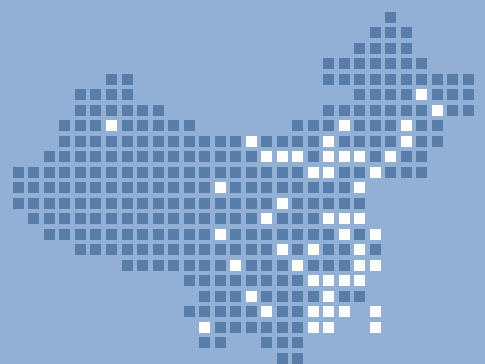
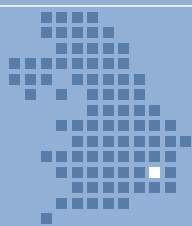
KENT & CURWEN

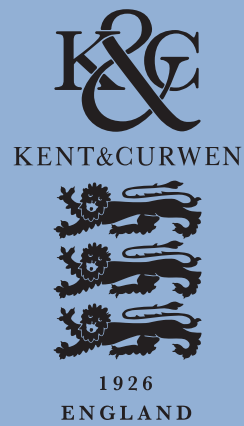
Marching to the beat of their own drums, independent spirits Eric Kent and Dorothy Curwen established the Kent & Curwen brand in England in 1926. Originally a manufacturer of club, college, and regimental neckties, the brand expanded into ready-to-wear to become one of Britain's most recognised lifestyle brands. Famed for its Three Lions mascot, Kent & Curwen has had a long association with cricket, England's national sport, and has sponsored many celebrated cricket teams through the years, including England's national squad. In 1982, Kent & Curwen continued its march forward, expanding into fashion retail with a network of stores around the world.

ifc mall, hong kong



118
retail stores
in 53 cities





Today, Kent & Curwen has grown to encompass a full range of the highest-quality menswear, including contemporary formal wear, unique casual attire, and a complete collection of sportswear. The brand has also developed a series of iconic lifestyle and sporting products, such as polo shirts and accessories. All Kent & Curwen products are designed with the brand's affluent, discerning customer in mind. Strong brand identity and uncompromising attention to detail have helped Kent & Curwen build impressive customer loyalty.

advertising campaign 2010



KENT & CURWEN

K&C

LONDON 1926

WOMEN'S WEAR

St. Paul - Pacific Place - The Landmark - Times Square
SOGO Casanova Bay - The Peninsula - Crown Centre
SOGO TST - Elements - Portofino Walk - Citigroup
MACYS

The Shoppers at Four Seasons - New York



Photographed at historical sites in England, Kent & Curwen's advertising in 2010 underscored the brand's distinct heritage. At left, for fall/winter 2010, famed photographer Diego Merino captured the essence of English eccentricity in a series of photographs taken at Brunswick House, London. Above, England's traditions and its heritage sports are shown in the spring/summer 2010 collection, shot at Mill Hill School's Cricket Club, which has a long-esteemed sports legacy.



our brands.



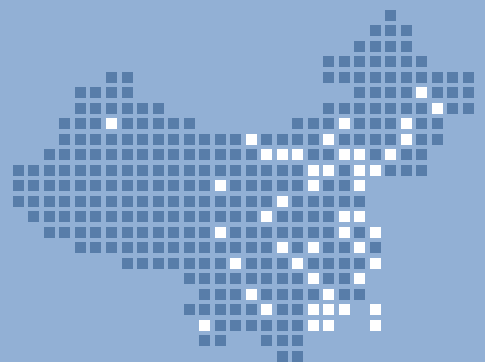
CERRUTI 1881

The Cerruti brothers founded the House of Cerruti in 1881 in Biella, Italy. The House quickly gained a reputation for its manufacture of the highest-quality wools and luxurious textiles. Maestros of their craft, the Cerrutis' reputation grew throughout the century, with Nino Cerruti taking the baton at the age of 20 in the 1950s. An expert in production, Nino modernised the family's weaving workshops and invested in two factories in Milan. There, he produced his first menswear collection in 1957, creating a legendary impact on men's ready-to-wear. Nino's close ties to Hollywood and the allure of his collections led to instant and far-ranging success.

ordos shopping centre, inner mongolia



103
retail stores
in 49 cities

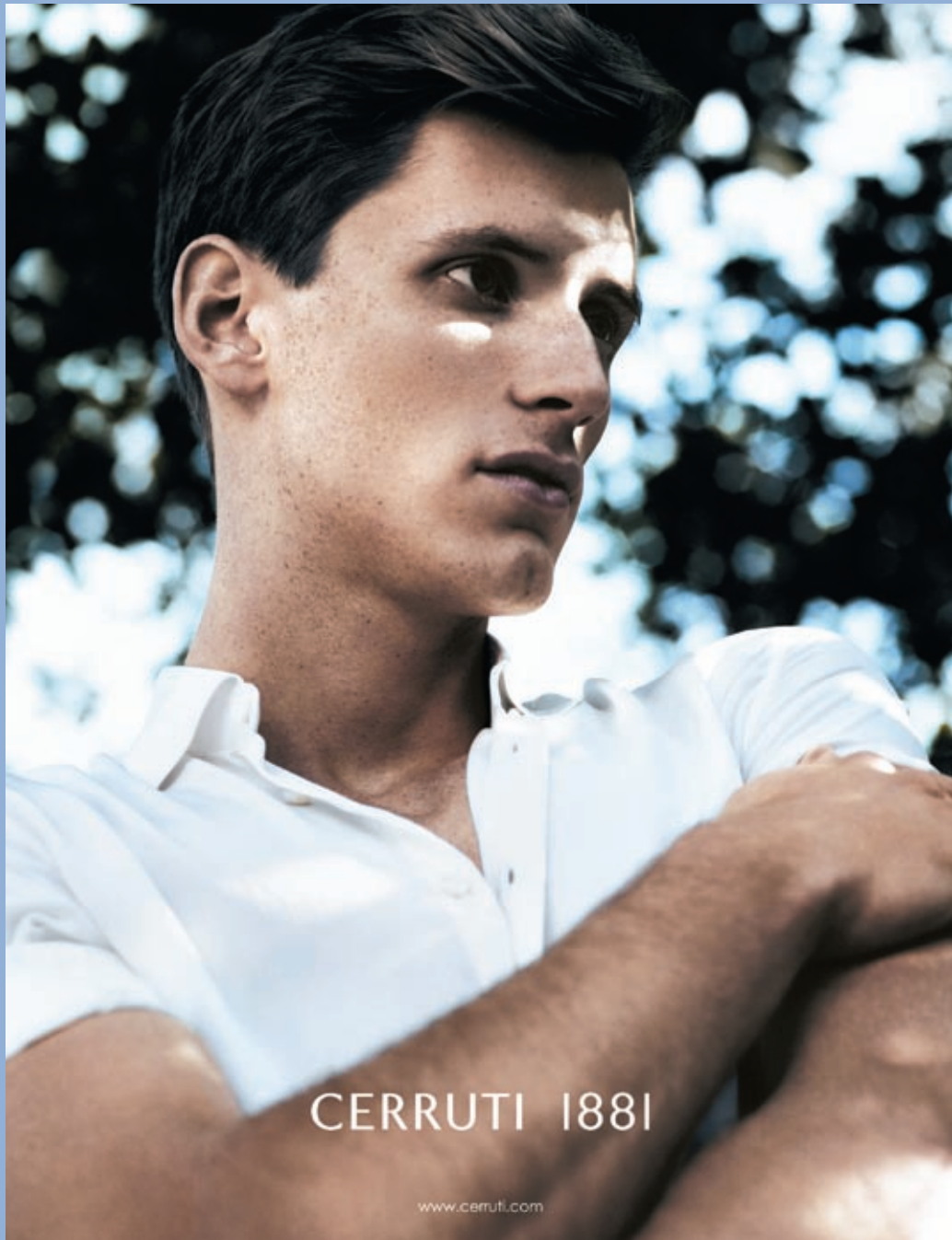


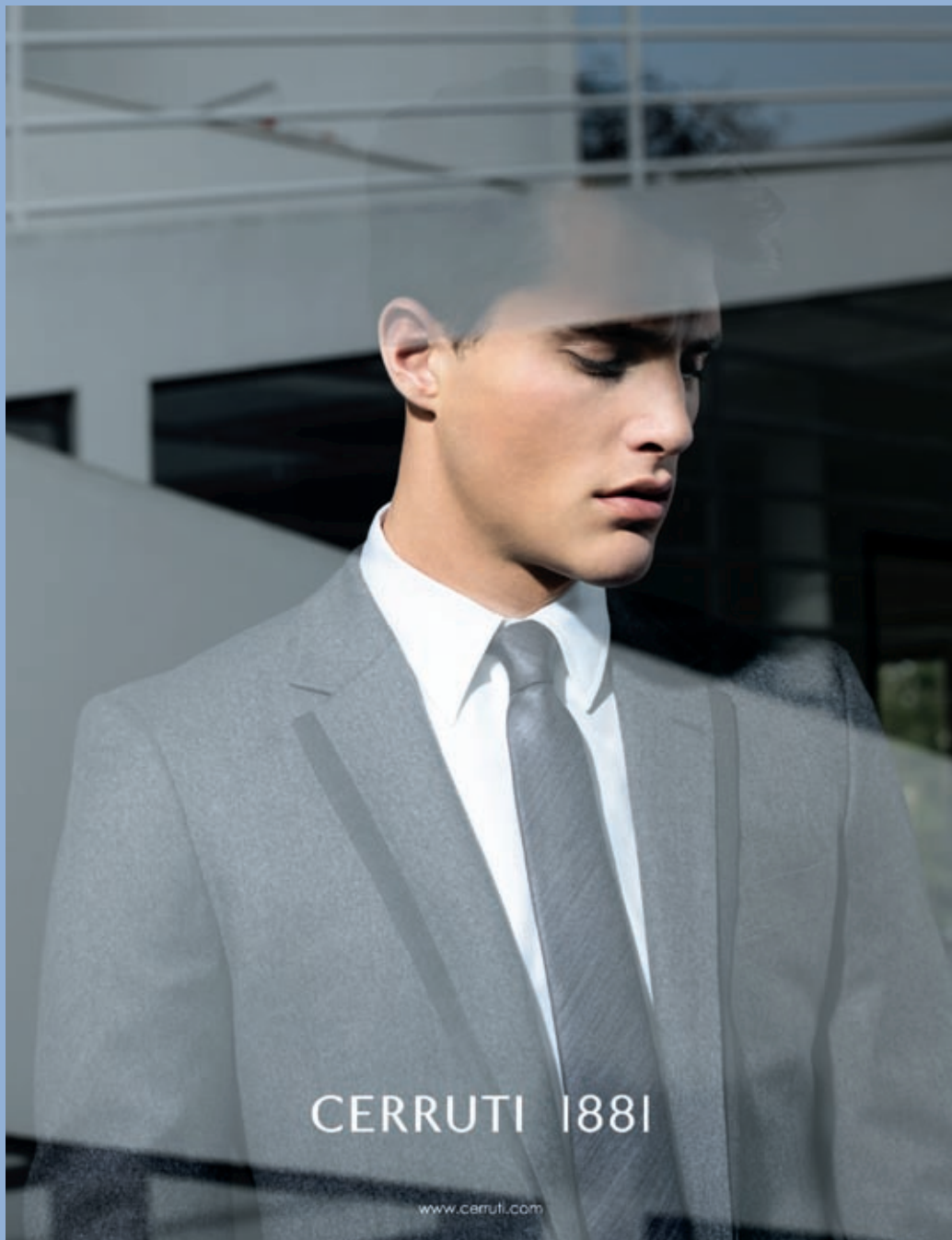
CERRUTI 1881



In 1967, the Cerruti 1881 label was officially launched with the debut of a flagship boutique in Paris at Place de la Madeleine, which has since been redesigned by renowned architect Christian Biecher. Because of its distinctly modern collections and clear vision, the brand soon established itself on the international scene, with a roster of loyal clients that includes many of the world's most celebrated film stars. Cerruti 1881 offers its customers a comprehensive product range with menswear that represents contemporary European luxury and upholds the brand's tradition of modernity and innovation.

advertising campaign 2010





The modern look and clean lines of the Cerruti 1881 ad campaigns in 2010 served as ideal illustrations of the brand's collections. At left, photographer Willy Vanderperre takes inspiration from the play of light in Impressionist paintings for his series of film-still photographs for the spring/summer 2010 ad campaign. Above, the new face of Cerruti 1881, model Ollie Edwards, makes his debut in the fall/winter 2010 campaign, photographed by Tom Watson.



our brands.



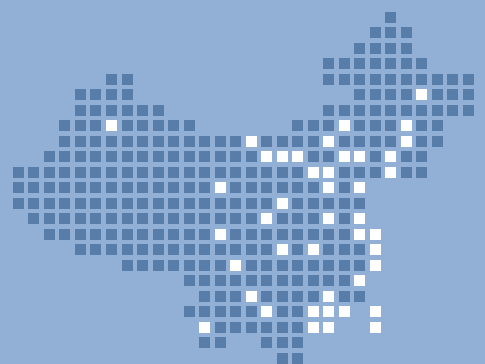
GIEVES & HAWKES

In music and in fashion, few names earn the distinction of being called “classic”, but such is the case with Gieves & Hawkes. The fabled Savile Row suit-maker was founded in London in 1771, making it one of the country’s oldest bespoke tailors and a contemporary of England’s great composer George Frederick Handel. The first to establish itself on Savile Row, Gieves & Hawkes now has stores and points of sale across the globe; it also holds three Royal Warrants of Appointment to HM The Queen, HRH The Duke of Edinburgh, and HRH The Prince of Wales. The Royal Warrants are awarded only to brands that supply the British Royal Family and have been granted to Gieves & Hawkes from the award’s inception in 1809.

victory mall, baotou



92
retail stores
in 45 cities





BY APPOINTMENT
TO HER MAJESTY THE QUEEN
LIVERY & MILITARY TAILORS
GIEVES & HAWKES, LONDON



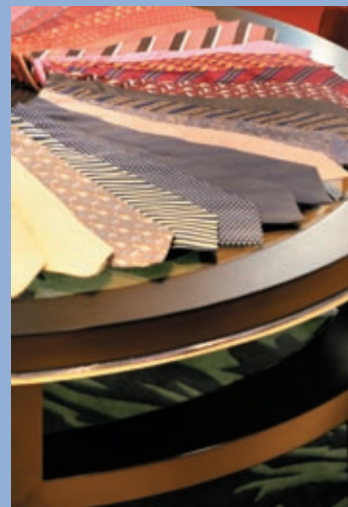
BY APPOINTMENT
TO HIS ROYAL HIGHNESS
THE DUKE OF EDINBURGH
WAL TAILORS & COUPPITERS
GIEVES & HAWKES, LONDON



BY APPOINTMENT
TO HIS ROYAL HIGHNESS
THE PRINCE OF WALES
TAILORS & COUPPITERS
GIEVES & HAWKES, LONDON

GIEVES & HAWKES

No1 SAVILE ROW LONDON



Today, Gieves & Hawkes continues to dress members of the Royal Family, along with many noteworthy celebrities, politicians, and artists. Gieves & Hawkes customers rely on the brand for its discreet service, unsurpassed craftsmanship, and highest-quality products, which include bespoke, made-to-measure, ready-to-wear, and formal suits, as well as fine casual wear. While the brand's creative team relies on its rich archive and history as a continuing source of inspiration, Gieves & Hawkes still thrives on innovation without compromising on quality, service, or design.

advertising campaign 2010



HARBOUR CITY · THE PENINSULA · SOGO CAUSEWAY BAY · IFC · THE SHOPPES AT FOUR SEASONS MACAO · NEW YAQHAN MACAO
www.gievesandhawkes.com



In 2010, Gieves & Hawkes unveiled its first-ever light-box ad campaign in Hong Kong's most prestigious locations. The ads featured impeccably tailored suits in close-up, as illustrated by the classic three-piece suit at left and the finely tailored jacket above. The Union Jack is used as a subtle backdrop to emphasise the brand's long tradition as master tailors of London's legendary No.1 Savile Row.



our brands.



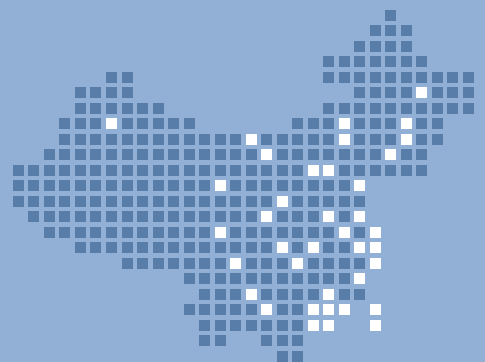
D'URBAN

Striking a chord since its founding in 1970, D'URBAN is a brand that cleverly plays on European tailoring traditions and modern Asian sensibilities. A sensation from its debut in Japan, D'URBAN gained instant recognition internationally when it signed French superstar Alain Delon as its first spokesperson. Now, with more than 200 stores in Japan and another 76 across Asia, D'URBAN has established itself as a leading menswear brand in the region.

harbour city, hong kong



76
retail stores
in 39 cities



D'URBAN



Known for its finely crafted collections, D'URBAN is for men who aspire to sophisticated simplicity, quiet elegance, and modern minimalism. In keeping with its international vision, D'URBAN's creative team is composed of both European and Japanese designers, whose work helps maintain the brand's youthful and contemporary edge in its men's ready-to-wear and accessories collections.

advertising campaign 2010





Marking its 40th anniversary, D'URBAN announced that renowned Japanese actor Yutaka Takenouchi would be its new brand ambassador. At left, Takenouchi makes his debut in a striking visual that showcases D'URBAN spring/summer 2010 casual wear. Above, for fall/winter 2010, the actor worked with famous Japanese photographer Takashi Miezaki to create a series of images that highlight D'URBAN's modern interpretation of casual and formal wear.



our brands.



SALVATORE FERRAGAMO

Since its founding during the height of the Jazz Age, followers of fashion have been singing the praises of Salvatore Ferragamo. The legendary shoemaker established the company that bears his name in 1928 in Florence, Italy. He built it into a world-famous brand thanks to his commitment to craftsmanship, innovation, and style. Through the years, as the brand expanded to include ready-to-wear and leather goods, Salvatore Ferragamo became synonymous with sophisticated elegance. The brand now has a network of over 550 freestanding stores in more than 80 countries.

paragon shopping centre, singapore



41

retail stores
in four countries



Salvatore Ferragamo



Salvatore Ferragamo offers a complete range of fashion and accessories for men and women, including ready-to-wear, footwear, and leather goods. Its signature horseshoe logo is widely recognised and can be found each season in a range of items, from shoes and handbags to scarves and neckties. The retail relationship between the Salvatore Ferragamo Group and the Li & Fung Group began in 1986, when Asia's first Salvatore Ferragamo store opened in Singapore. The brand has since expanded its regional reach to include Malaysia, South Korea, and Thailand. The Trinity Group owns 50 percent of the joint ventures.

product highlights 2010





In 2010, Salvatore Ferragamo paid homage to its heritage, but in a completely modern way through a series of geometry-inspired images. At left, with their discreet monogram, finely crafted leather goods reinforce Salvatore Ferragamo's legendary shoemaking heritage. Above, the brand's famous monograms, emblems, and logo are cleverly showcased in an image of Salvatore Ferragamo cufflinks.

GLOBAL OFFICES

United Kingdom

London

Hong Kong, SAR

China Mainland

Shanghai

Beijing

Guangzhou

Chengdu

Singapore

South Korea

Seoul

Taiwan

Taipei



Member of the Li & Fung Group

