



TRINITY



A black and white photograph of a microscope. The image is a close-up, focusing on the eyepiece, objective lenses, and the stage. The word "discovery." is printed in a clean, sans-serif font in the center of the image. The background is slightly blurred, showing the intricate mechanical parts of the instrument. The lighting creates strong highlights and shadows, emphasizing the metallic texture and complex geometry of the microscope's components.

discovery.

STANLEY
LONDON

adventure.

The Trinity Group began its adventure in the early 1970s as a pioneer in menswear manufacturing. With international heritage brands, the Group expanded into retail, building the foundation of the menswear market in Asia. As a result, Trinity Group today is composed of a diversified portfolio of high- to luxury-end menswear. Each of the seven brands in our stable not only has its own venerable history and sterling reputation for design and quality, but also adds a distinct profile to the Trinity Group, while encapsulating the company's core values of **heritage**, **luxury**, and **excellence**.

exploration.

Growing from its manufacturing base, Trinity Group now works on an international scale while continuing to be a premier menswear retailer in the region with well-established high- to luxury-end brands that reflect the ambitions of China's modern men. Since the company was bought by Li & Fung group in 2006, it has built upon its past and created processes and infrastructure to ensure greater efficiency and higher brand value, as well as improving the Group's brand-management and retail expertise. With the addition of global industry leaders, we will continue to seek new brands that share our high standards.



modernism.



pioneering.

Trinity Group leads high- to luxury-end menswear in Greater China with 374 stores in 58 cities in the Chinese Mainland alone, and 129 stores, which include joint ventures, throughout the rest of Asia and Europe. With the strength of an established logistical network, the Group continues to expand its retail network into the Chinese Mainland's lower-tier cities. 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 high standards in products, customer experience, and service. Our stores deliver the spirit and heritage of each brand's culture while satisfying a diverse consumer market.

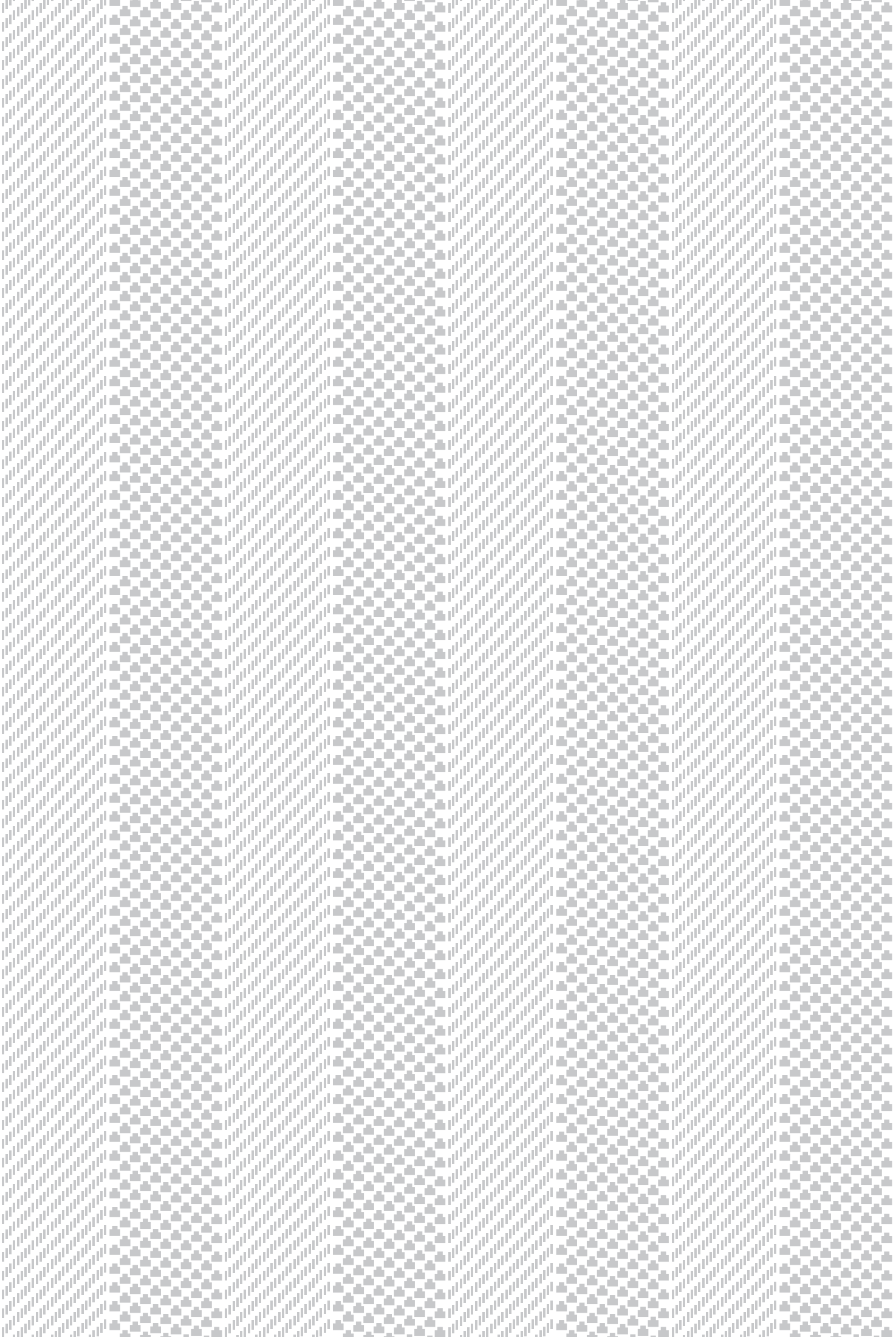
dynamism.

The Trinity Group searches the world's fashion capitals for the most dynamic international high- to luxury-end brands, with an initial focus on menswear leaders: Kent & Curwen, Cerruti 1881, Gieves & Hawkes, D'URBAN, Intermezzo, Altea, and Salvatore Ferragamo. Each brand offers a distinct and full product range that includes formal and casual wear, as well as accessories, with attention to unique preferences and fit. The Group streamlined and upgraded its brand management team by adding experts to enforce best practices and focus on product development, buying, merchandising, and store design. We will continue to strive for global excellence with heritage brands that can travel toward a fresh vision for today and tomorrow.

opportunity.







our
portfolio.

503 stores.

Lanzhou | London | Macau | Nanchang
Nanjing | Nanning | Nantong | Ningbo
Ordos | Paris | Qingdao | Seoul | Shanghai
Shangyu | Shenyang | Shenzhen | Shijiazhuang
Singapore | Suzhou | Taichung | Tainan
Taipei | Taiyuan | Taizhou | Tangshan
Tianjin | Ulsan | Urumqi | Wenzhou | Wuhan
Wuxi | Xiamen | Xian | Xining | Yangzhou
Yantai | Yichang | Zhengzhou | Zhoushan



our brands.



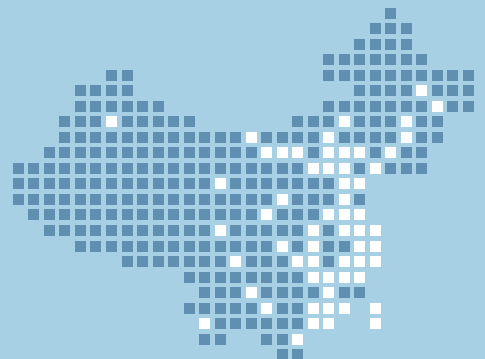
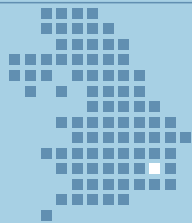
KENT & CURWEN

With a great appreciation of sporting achievement and outdoor adventure, Eric Kent and Dorothy Curwen established the Kent & Curwen brand in 1926. Originally a manufacturer of club, college, and regimental neckties — seen on sporting fields across Britain — the brand expanded into ready-to-wear to become one of Britain's most venerable lifestyle brands with a network of stores around the world. 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. Today, its famed Three Lions mascot can be seen at the world's most exclusive sporting and social events, from polo in London to horse racing in Hong Kong.

Golden Eagle International Shopping Center, Yangzhou



132
stores
in 63 cities





KENT&CURWEN



1926

ENGLAND

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 sporty leisure wear. The brand has also developed a series of iconic lifestyle and leisure products, such as polo shirts and accessories, many of which have become collector's items. All Kent & Curwen products are designed with the brand's affluent, discerning customer in mind. Such strong brand identity and uncompromising attention to detail have helped Kent & Curwen build impressive customer loyalty from generation to generation.

advertising campaign fall/winter 2011





Kent & Curwen's fall/winter 2011 collection celebrated "modern traditions" and was photographed at some of England's most intriguing historic estates: Anyhoe Park, a 17th century home restored with many modern touches, and Etham Place. Originally built in 1305, Etham Place served as a Tudor royal residence for more than 200 years and in the 1920s was updated into an extravagant Art Deco home now used for entertainment and sporting events.



our brands.



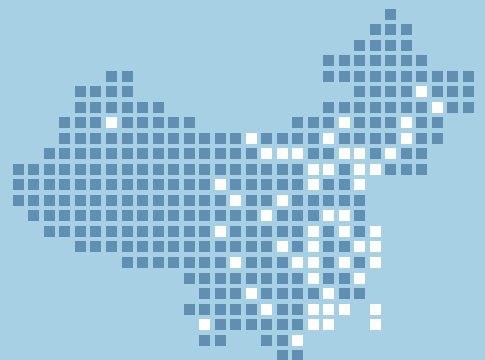
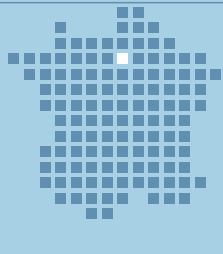
CERRUTI 1881

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

Hua Mao Place, Huizhou



117
stores
in 56 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 and updated to reflect contemporary modernism. Because of the brand's distinctly modern collections and clear vision, it has always held a place 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, including menswear, that represents contemporary European luxury and upholds the brand's traditions of modernity and innovation.

advertising campaign fall/winter 2011



Designed as a tribute to modern heroes, Cerruti 1881's fall/winter 2011 ad campaign was distinctly trendy and contemporary, a representation of the brand's modernity. Paris-based photographer Paolo Roversi captured the incredible textures of the collection, including heavy grain wool suits and jackets, quilted patterns on leather, textured denim, and fur collar lapels.





our brands.



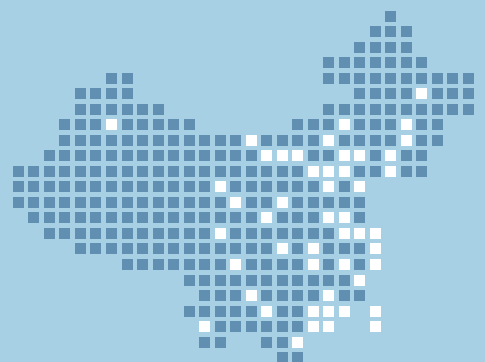
GIEVES & HAWKES

Gieves & Hawkes is England's most highly regarded, prestigious suit maker on Savile Row. Founded in London in 1771, which makes it one of the world's oldest bespoke tailors and a contemporary of the great British explorer Captain James Cook, Gieves & Hawkes originally catered to the uniform needs of the Royal Navy and Royal Army. The brand's ties with the military led to a close association with the British Royal Family and today Gieves & Hawkes holds all three main Royal Warrants, appointed 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 since the award's inception in 1809.

Tianmei New World Mall, Taiyuan



105
stores
in 51 cities





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



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



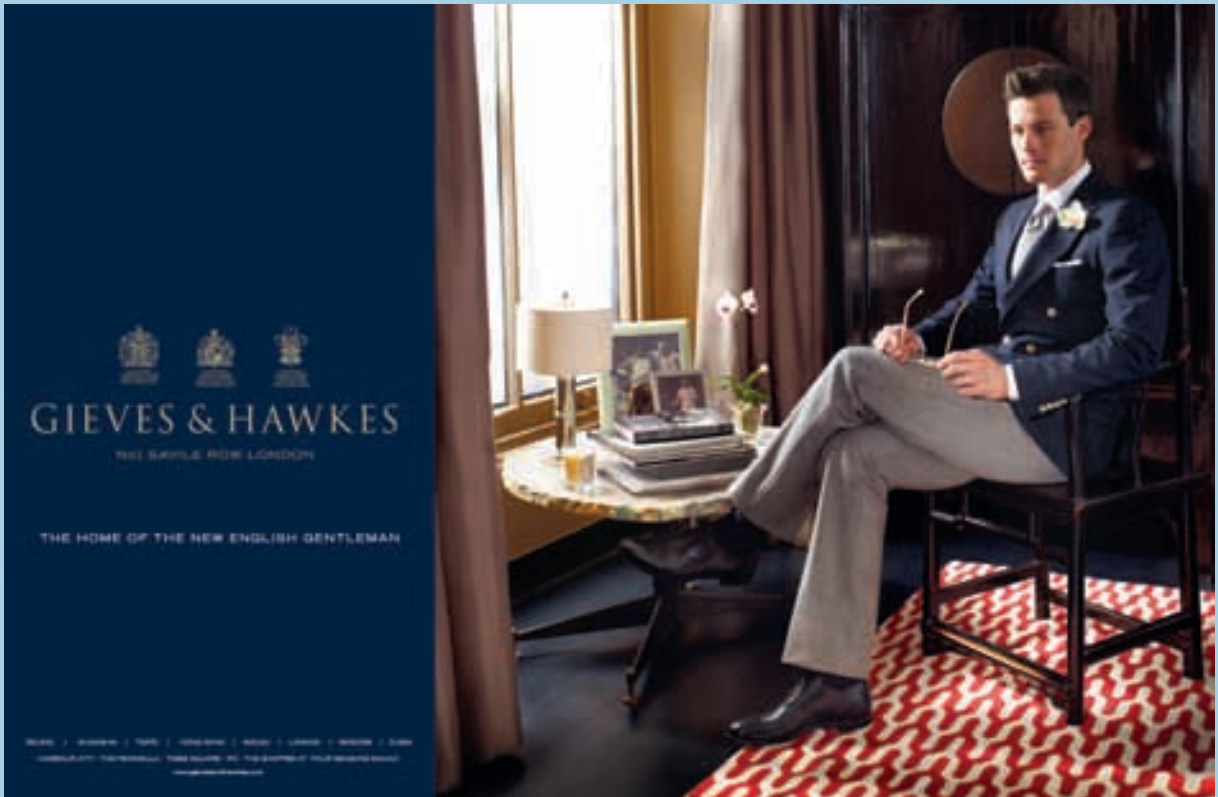
BY APPOINTMENT
TO HER ROYAL HIGHNESS
THE PRINCESS OF WALES
TAILORS & OUTFITTERS
GIEVES & HAWKES, LONDON

GIEVES & HAWKES

No1 SAVILE ROW LONDON

Today, Gieves & Hawkes continues to dress members of the British 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 source of inspiration, Gieves & Hawkes continues to thrive on tradition without compromising quality, service, or design.

advertising campaign spring/summer 2011





For spring/summer 2011, Gieves & Hawkes introduced a lifestyle advertising campaign with a new slogan: The Home of the New English Gentleman. Photographed by Lorenzo Agius in the Gieves & Hawkes flagship store at No1 Savile Row, the campaign encapsulates three important facets of the brand's identity: its historical place as Savile Row's first home of bespoke tailoring, its tradition of creating wardrobes for the quintessential English gentleman, and its modern approach to menswear.



our brands.



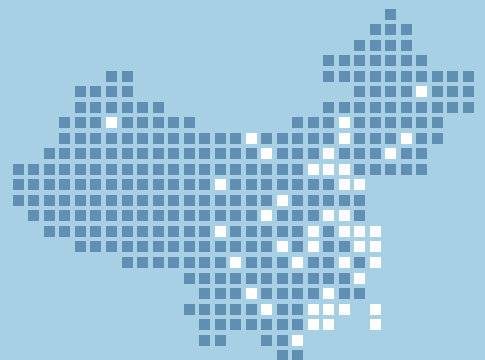
D'URBAN

Making waves since its founding in 1970, D'URBAN is a brand that cleverly travels the distance between European tailoring traditions and modern Japanese sensibilities. A sensation from the start when it debuted in Japan, D'URBAN gained instant recognition internationally when it signed French superstar Alain Delon as its first spokesperson. Now, with more than 156 stores in Japan and 81 across Asia, D'URBAN is a rising leader in menswear that is known for its technical innovation.

Doso Place, Taizho



81
stores
in 46 cities





D'URBAN

Known for its finely crafted collections, D'URBAN is created for the discerning man who seeks technical innovation, 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 progressive design and advanced technique help maintain the brand's contemporary edge. D'URBAN now boasts a loyal following of modern men who seek functional and architectural design.

advertising campaign spring/summer 2011



D'URBAN created a striking campaign in 2011 featuring renowned Japanese actor Yutaka Takenouchi as its brand ambassador. For spring/summer, photographer Takashi Miezaki used the award-winning Mokuzai Kaikan building in Tokyo as an eye-catching geometric backdrop that epitomises forward-thinking modern minimalism. To the right, Mr Takenouchi was photographed at Mt. Fuji Shizuoka Airport to underscore D'URBAN's famed high-function, lightweight suits for travel.





our brands.



SALVATORE FERRAGAMO

Salvatore Ferragamo began his love affair with shoes at the age of nine. After studying shoemaking in Naples for a year, he opened a small shop at his family home. In 1919, he began his American adventure and the Ferragamo name has since been synonymous with craftsmanship and sophisticated elegance. Known as the shoemaker to Hollywood's stars, Mr Ferragamo eventually travelled back to Italy and in 1928 established the company that bears his name. Thanks to his commitment to craftsmanship, innovation, and style, Salvatore Ferragamo is now a world-famous brand that includes ready-to-wear, leather goods, and accessories. The brand has a presence in over 90 countries with more than 550 freestanding stores.

Marina Bay Sands, Singapore



43
stores
in 4 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. Through its joint-venture agreements with Trinity Group, the brand has since expanded its regional reach to include South Korea, Thailand, Malaysia, Singapore, and Indonesia.

product highlights 2011





In 2011, Salvatore Ferragamo continued to pay homage to its heritage while still interpreting its time-honoured classics in a modern light. At left, these simply shaped cufflinks in cobalt blue are etched with the brand's monogram for the man who prefers clean lines with a splash of sophistication. Above, a finely crafted tote with leather trim showcases the brand's legendary leather goods expertise and its high-quality craftsmanship.

GLOBAL OFFICES

Chinese Mainland

Beijing

Chengdu

Guangzhou

Shanghai

—

France

Paris

—

Hong Kong, SAR

—

Singapore

—

South Korea

Seoul

—

Taiwan

Taipei

—

United Kingdom

London



Member of the Li & Fung Group

