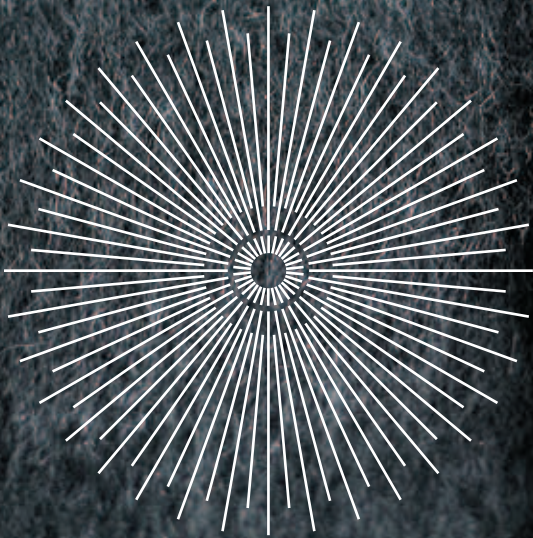

GLOBAL
BRANDS.

GLOBAL
NETWORKS.

TRINITY

brand portfolio



Global Offices

CHINESE MAINLAND

**BEIJING, CHENGDU,
GUANGZHOU, SHANGHAI,
WUHAN**

FRANCE PARIS

HONG KONG, SAR

SINGAPORE

TAIWAN TAIPEI

UNITED KINGDOM LONDON



A Fung Retailing Company

**Trinity
Limited**

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D'URBAN

BRANDS DISTINGUISHED
BY HERITAGE, PRESTIGE
AND EXCELLENCE.

A BUSINESS STRATEGY
FOCUSED ON SUCCESSFUL
GLOBAL EXPANSION.





DELIVERING GLOBAL

PRESTIGE

Since its beginnings as a pioneer in menswear manufacturing more than 50 years ago, the Trinity Group has become a leader in high-end to luxury menswear. Trinity now commands an enviable portfolio of heritage brands patronized by sophisticated customers and available via an extensive retail network throughout Asia and Europe. Today, the Group is becoming even more global, expanding the presence of its brands and networks in the world's fashion capitals and establishing a platform for greater business success worldwide.

TRINITY AND THE
EAST

Trinity has built its reputation by developing distinguished menswear labels into distinctive brands that appeal to successful, aspirational men in Asia. The Group's brand management and retail expertise make it the premier retailer of high-end to luxury menswear focused on Greater China.

TRINITY AND THE
WEST

The Trinity Group is broadening its horizons. By combining the cultural standing, rich heritage and impeccable quality of its brands with unsurpassed experience in today's luxury retail industry, Trinity is deepening its foothold in mature markets while also creating styles that appeal to new generations.





TRINITY'S

GLOW

Each brand in our portfolio – Kent & Curwen, Cerruti 1881, Gieves & Hawkes and D'URBAN – sets expectations among customers known to demand international cachet and the finest quality. In much the same way, our brand expertise has enabled us to grasp a remarkable business opportunity to grace all corners of the globe with sartorial elegance, sophistication and integrity.



TRINITY'S
FOCUS

The world is seeing Trinity in a whole new light, from its historic roots in Savile Row, to the rising profile of its brands in Paris, New York and Asia's brightest cities. Opportunities for a group like Trinity, with global brands and networks, are becoming both more attractive and more desirable.

DANCING ON THE INTERNATIONAL

PLATFORM

In an increasingly fast-paced, globalized world, customers want a sartorial experience befitting their cosmopolitan lifestyle and higher aspirations. Trinity's brands – carefully selected from the world's fashion capitals – enable customers to cultivate both an authentic sense of heritage and a desire for a future with style and flair.





MIRRORING

SUCCESS

A man's image is the reflection of the person he wants to be. Urbane, stylish, cultured and well-travelled, a man dressed by Trinity's fashion brands steps out with confidence to conquer his world.

OUR
GLOBAL
BRANDS

Kent & Curwen, Cerruti 1881, Gieves & Hawkes and D'URBAN each carry a legacy defined by the excellence of the clothing and character of the man wearing it. The Trinity Group has selected these brands for their enduring devotion to heritage and excellence, which appeal to the modern man seeking a future of accomplishment, status and refinement. They reflect the ideals and expressions of the great cities in which they were established. They are truly international brands that drive global trends.

OUR

GLOBAL NETWORKS

With global brands come global networks. Trinity's retail stores can be found in prime locations around the world, destinations where its prestigious clientele lives, shops and visits. From the new Kent & Curwen showroom in Trump Tower New York, to Cerruti 1881's iconic shop at No. 3 Place de la Madeleine in Paris, to Gieves & Hawkes' legendary location at No. 1 Savile Row in London, Trinity is deepening the connection between its brands and their flagship *maisons*, establishing unique platforms from which to expand and flourish throughout the world.





144 worldwide
shops

Established by Eric Kent and Dorothy Curwen as a maker of club, college and regimental neckties in 1926, Kent & Curwen has since blossomed into one of the most recognizable names in British men's fashion, designing casual, formal and leisure wear for its elite customers. The brand also has a long association with sport, dressing the English cricket team, as well as the Hong Kong Olympic Team for the 2012 London Olympics.

KENT & CURWEN



As at 31 December 2012



Kent & Curwen is expanding rapidly in the US under the “British Heritage Brands” licensee. Its visibility in the United States increased significantly with the opening of a design studio and showroom at Trump Tower, New York – a showcase where department store buyers can review the latest collections and place orders. In London, Kent & Curwen will move into No. 2 Savile Row, next door to fellow heritage brand, Gieves & Hawkes.



Design Studio and Showroom,
Trump Tower, New York





advertising campaign

fall/winter 2012

The Fall/Winter 2012 campaign was shot in London's Sunbeam studio by Diego Merino and styled by Mitchell Belk. Conceptualized around the town and country life of an English gentleman, the campaign explored the themes of "Sporting Pursuits", "The Beautiful Game" and "The Best of Men", showcasing casual sportswear, country attire and urban sartorial elegance – the very legacy of Kent & Curwen.



CERRUTI 1881

132 worldwide
shops

Cerruti 1881 represents the culture of not one, but two renowned fashion capitals. Founded by the Cerruti brothers in 1881 in Biella, Italy, as a maker of high-quality wools and textiles, the brand made its first menswear collection in 1957 under the guidance of fashion pioneer Nino Cerruti. In 1967 the Cerruti 1881 label was launched in Paris at the iconic shop in Place de la Madeleine. Today the brand is famous for its combination of Italian sartorial tradition and the contemporary flair of a Parisian *maison*.

CERRUTI 1881



As at 31 December 2012



Cerruti 1881 is moving confidently into the future with the opening of a new concept store at Hong Kong's premium shopping mall, Harbour City, where it offers an extensive wardrobe for the elegant man. Cerruti 1881 also recently introduced a new line of leather goods, adding handsome touches of detail to the brand's stylish ready-to-wear and accessories.



Harbour City,
Hong Kong





advertising campaign

fall/winter 2012

The Fall/Winter 2012 campaign was photographed by legendary photographer Paolo Roversi. He married Italian sophistication with simple stylistic fashion, using a textured backdrop and featuring an urbane male model. This campaign captured the collection's fine cuts and luxurious fabrics in keeping with the founder's vision.



GIEVES & HAWKES
NO. 1 SAVILE ROW LONDON



BY APPOINTMENT
TO HER MAJESTY THE QUEEN
LADY'S BUREAU TAILORS
GIEVES & HAWKES, LONDON



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



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

GIEVES & HAWKES

No1 SAVILE ROW LONDON

126 worldwide
shops

Founded in London in 1771 as a maker of uniforms for the Royal Navy, Gieves & Hawkes is one of the world's oldest bespoke tailors. It has held all three Royal Warrants for Her Majesty the Queen, HRH the Duke of Edinburgh and HRH the Prince of Wales since 1809, and the brand continues to dress members of the Royal Family as well as celebrities, politicians and artists. Gieves & Hawkes occupies the famous No. 1 Savile Row address in London, placing the brand at the forefront of great bespoke British tailoring. Contemporary yet timeless, items from Gieves & Hawkes represent the utmost in luxury, quality and individual craftsmanship.

GIEVES & HAWKES



As at 31 December 2012

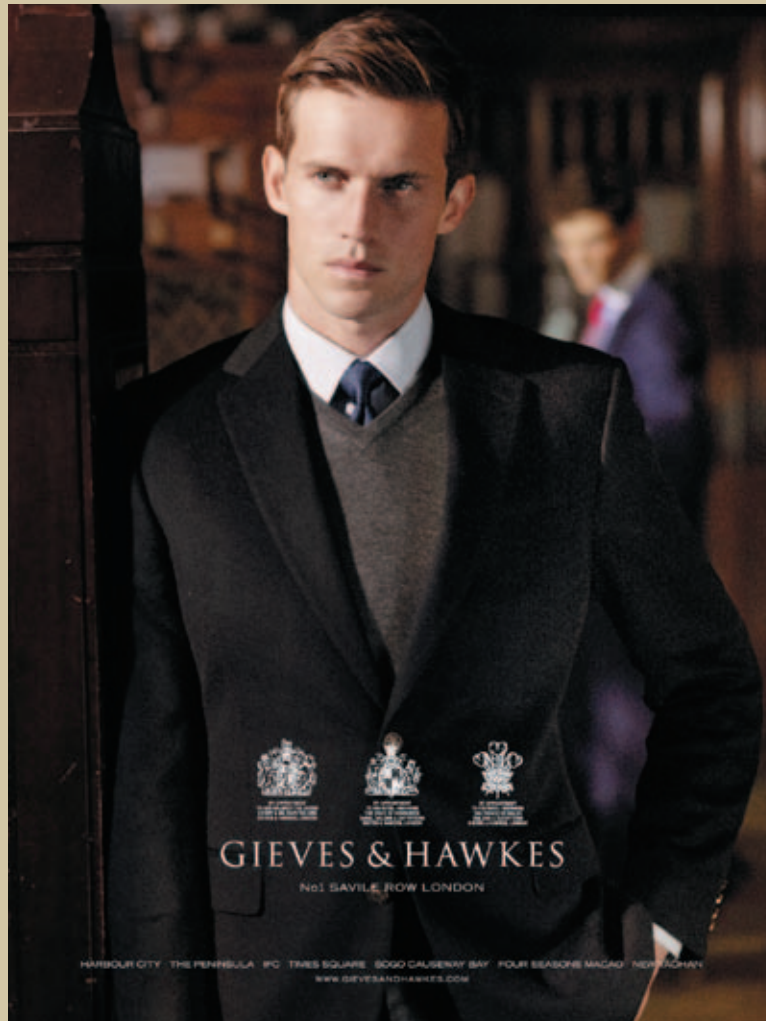


Gieves & Hawkes continues to raise its profile globally. The Group recently opened a distinctive new store at Harbour City featuring decorative details by David Hicks, admired for his contemporary British interior design.



Harbour City,
Hong Kong





advertising campaign

Fall/Winter 2012

The Fall/Winter 2012 campaign was styled by UK fashion stylist David Nolan and shot by noted fashion photographer John Balsom. The shoot took place at the original Freemasons' Hall in London, a building founded in 1776, and hence rebuilt. It is now known for its Art Deco style combining both traditional and modern architecture and interiors.



D'URBAN

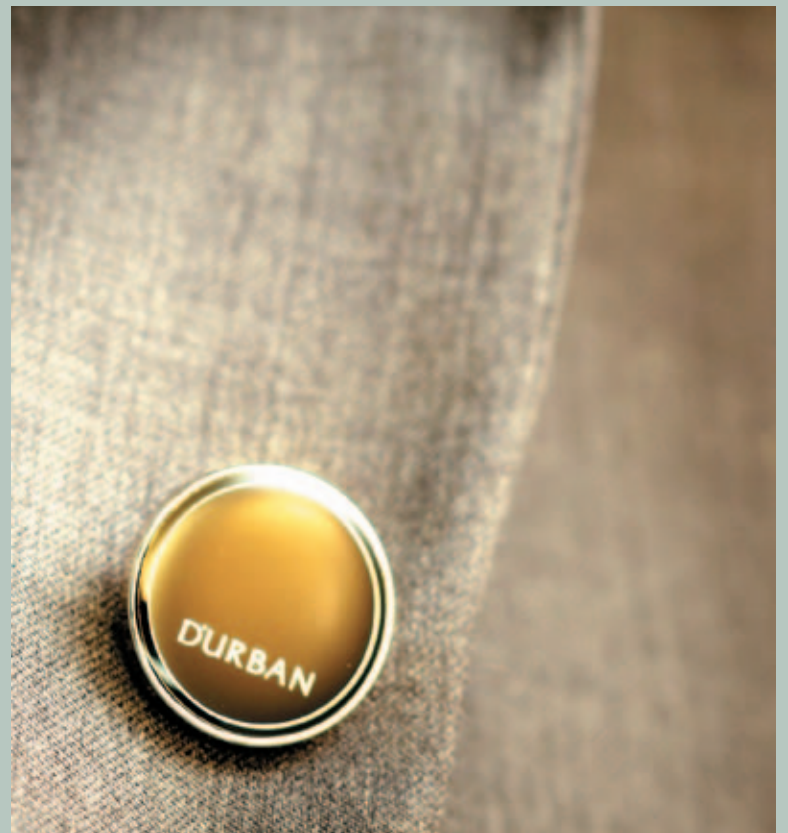
67
worldwide
shops

A pioneer in luxury menswear, D'URBAN has been a force with the Japanese, Asian and international customers since its founding in 1970. Tailored for metropolitan men who prefer understated elegance and sophisticated simplicity, the brand also takes pride in its technical innovation. D'URBAN has always been at the vanguard of advances in fabrics, cutting techniques, designs and colours.

D'URBAN



As at 31 December 2012

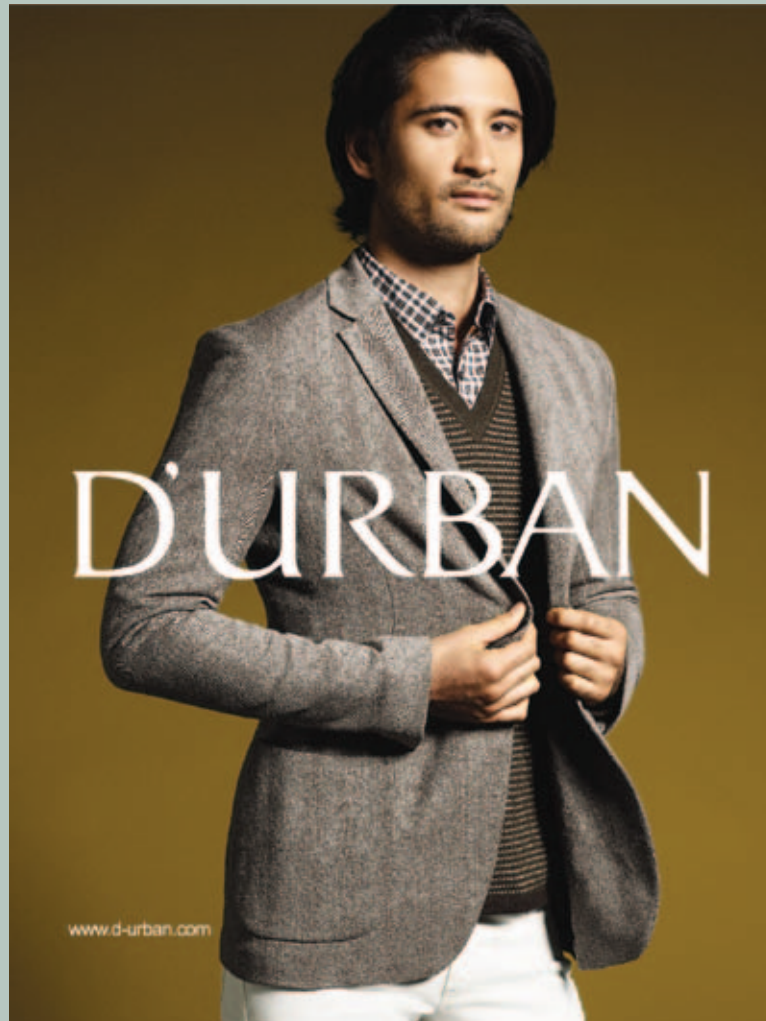


D'URBAN is unique among luxury menswear brands for its marriage of European tailoring with Japanese technological innovation. For more than four decades D'URBAN has been favoured for this international approach to design, and has forged an unmistakable identity with Asian influences for the global fashion consumer.



Harbour City,
Hong Kong





advertising campaign

Fall/Winter 2012

For Fall/Winter 2012, D'URBAN updated retro elements, bringing classic styles into modern relief through texture and with the brand's trademark technical detail. The campaign featured famous Japanese model Motoyasu Norimatsu, who brought these elements to life.



www.trinitygroup.com