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GLOBAL  
BRANDS.

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GLOBAL  
NETWORKS.

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TRINITY

brand portfolio

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CERRUTI

CULTIVATING GLOBAL BRANDS FOR  
LONG-TERM GROWTH

# SEEDING PLANTING NURTURING BLOSSOMING

The seeds of Trinity's global brands have been sown. Its global networks are blossoming. The Group is beginning to reap the fruits of their labours: a portfolio of high-end to luxury international menswear brands, cherished for their heritage, style and craftsmanship.

Trinity has planted its destiny. The fully owned brands with distinctive European heritage – Kent & Curwen, Gieves & Hawkes and Cerruti – are receiving accolades from the fashion world and leading critics for their striking collections. D'URBAN and Intermezzo, operated under long-term licensing agreements, continue to bring the best of Japanese design and simplicity to the modern man. Together, they are having an undeniable impact on the global and Chinese consumer alike, securing loyal customers at home and abroad.



# SEEDING

To succeed with a portfolio of iconic brands, Trinity has cultivated a culture of excellence. The Group is founded on a passion for quality European brands, whose unique histories have been built upon with a commitment to enduring values and craftsmanship. Its leadership is characterised by talent, expertise, instinct and diversity, from concept to point of sale. These are the seeds and the DNA of our strength and success. They are the foundations of Trinity's long-term prosperity.







# PLANTING

Trinity's wholly owned and licensed brands have taken root globally. Kent & Curwen, guided by British Heritage Brands, is introducing gentleman's attire by combining sophisticated fabrics and impeccable tailoring with a modern twist. Gieves & Hawkes, as the pre-eminent British bespoke institution, is riding on a wave of acclaim for its reinterpretation of Savile Row tradition and heritage. Cerruti continues to impress at Paris Fashion Week with its inimitable blend of Italian fabric and French sartorial roots. They are proudly displayed in the world's most prominent locations, in spectacular showrooms and distinctive department stores, building the promise of great things to come.







# NURTURING

Trinity is devoted to realising its vision of developing global brands across global networks. Every stage of growth has been carefully tended.

The Group invests in the right people and systems. It carefully calibrates the best allocations for its growing number of outlets. It develops and cultivates the true DNA of its brands. Today, Kent & Curwen, Gieves & Hawkes and Cerruti hold the promise of a bountiful yield.



TRINITY STRATEGIES











TRINITY STRATEGIES

# BLOSSOMING

Blooms of colour and style burst forth in a vibrant palette. For Trinity, it's the arrival of collections from new design studios in London, Paris and New York, debuting at more than 450 stores across Greater China. Today's discerning customer expects an experience befitting the personality and soul of a true heritage brand. Through its growing global network, Trinity is preserving the bond between legacy and modernity, the old world and the new.





OUR

# GLOBAL BRANDS

Though they hail from different parts of the world, Kent & Curwen, Gieves & Hawkes and Cerruti have similar values. Each represents style distinct to its birthplace – Savile Row in London, the birthplace of men's fashion; and Italy and Paris, Europe's most glamorous creative meccas. With stories of royalty, heroism and family tradition, they all have pedigrees and loyal followers. Each was selected by Trinity as a brand destined for great presence on the global stage.





OUR  
GLOBAL  
NETWORKS

Discerning customers and travellers expect to find their preferred brands in the world's fashion hubs. Trinity's brands are no longer bound by the great cities where they were born. Kent & Curwen is available in 40 doors across the US. Gieves & Hawkes is sold at the world's most distinctive department stores, such as Saks Fifth Avenue and Bergdorf Goodman. Cerruti has a presence in the UK at the famed Harrods. With flagship stores sprouting in key world capitals, Trinity's global networks are providing fertile ground for an abundance of admirers.





Gieves & Hawkes  
at London Collections:  
Men Spring/Summer  
2014



TRINITY BRANDS



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 HIS ROYAL HIGHNESS  
THE PRINCE OF WALES  
TAILORS & OUTFITTERS  
GIEVES & HAWKES, LONDON

# GIEVES & HAWKES

No.1 SAVILE ROW LONDON

*“Basmajian brings a more confident way with colour. He has also introduced a new limited-edition capsule collection designed to sit somewhere between the ready-to-wear line and the bespoke.”*

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Wallpaper

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Sep 2013

Established in 1771, Gieves & Hawkes is the first brand to hold three Royal Warrants from Her Majesty the Queen, His Royal Highness the Prince of Wales and HRH the Duke of Edinburgh. The brand also has long ties to the British military, aristocracy, celebrities and even explorers. 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  
No.1 SAVILE ROW LONDON

63 | 122  
cities | stores

China England  
Hong Kong Taiwan



Private dinner with  
“Gentlemen at Arms”  
hosted in the Map Room  
of No. 1 Savile Row

New Chester store on  
St. Michael’s Row



*“What’s clear at Gieves is that Mr Basmajian is being given the freedom, and budget, to create a globally valid vision of 21st century tailoring, and that has value.”*

The Financial Times  
Jan 2014



The newly refurbished  
William Kent Room at  
No. 1 Savile Row

12 2013

Creative Director  
Jason Basmajian  
leading models to the  
London Collections:  
Men Show

06 2013

Autumn/Winter 2013  
“Hand Made in  
Britain” Collection

07 2013



Gieves & Hawkes  
Autumn/Winter 2013  
"Hand Made in Britain"  
Collection



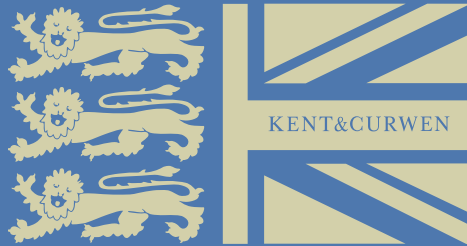


Autumn/Winter 2013  
Campaign shot at  
Harewood House, Yorkshire



Kent & Curwen at  
London Collections:  
Men Fall/Winter 2014





*“Simon Spurr passed with flying colors in his debut collection for Kent & Curwen. He came up with one of the strongest shows of the week.”*

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WWD  
Men's Week

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09 Jan 2014

Kent & Curwen was founded in 1926 by making club, college and regimental neckties. Over the next 87 years the brand established an even deeper connection with men's fashion, crafting high-quality casual, formal and leisure wear that gained dedicated followers globally. Kent & Curwen has a close association with the world of sports. The 2013 Kent & Curwen Royal Charity Polo Cup drew over 400 VIP guests, including HRH Prince William and HRH Prince Harry; and the Kent & Curwen Centenary Sprint Cup is one of the most anticipated events in Hong Kong. Cricket legends Nick Compton and Alastair Cook have served as the brand's advertising spokespersons in the UK while Aaron Kwok is an invaluable asset across Greater China. In 2013, football superstar Michael Owen was named as Brand Ambassador.



62 | 137  
cities | stores

*China Hong Kong Taiwan*



Kent & Curwen's  
New Flagship at  
No. 2 Savile Row

11 2013

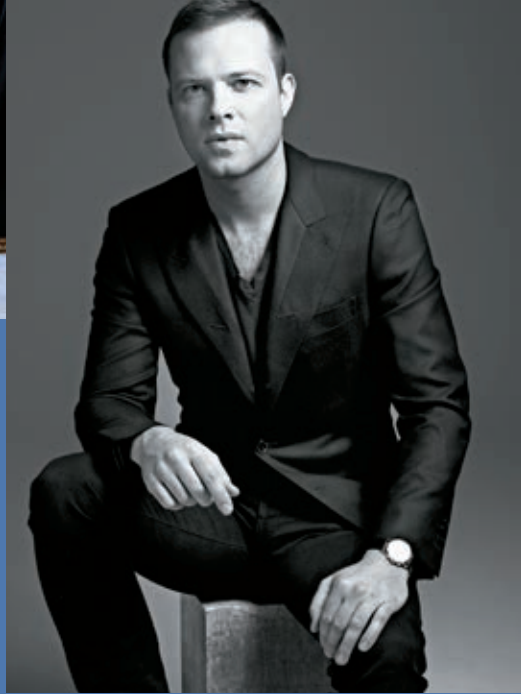
Michael Owen,  
Brand Ambassador,  
at Kent & Curwen's  
Spring/Summer 2014  
Press Presentation

01 2014

Princess Michael of Kent  
at No. 2 Savile Row  
Grand Opening Cocktail

11 2013





*“Today it is a fully fledged brand producing classic British pieces with a cool twist.”*

GQ  
Dec 2013

Aaron Kwok and Brian Li meet with HRH Prince William, Duke of Cambridge, at The Kent & Curwen Royal Charity Polo Cup 2013

07 2013

Creative Director Simon Spurr of Kent & Curwen

09 2013

Kent & Curwen Spring/Summer 2014 Press Presentation

01 2014



Kent & Curwen Fall/Winter 2013  
Advertising Campaign Features  
English National Cricketers  
Alastair Cook and Nick Compton





Michael Owen Shoot  
for Kent & Curwen  
Spring/Summer 2014





CERRUTI 1881 PARIS  
Spring/Summer 2014  
Fashion Show



# CERRUTI 1881

PARIS

*“CERRUTI 1881 makes some of the most stylish coats in men’s wear and this season the designer Aldo Maria Camillo was thinking big. Very big.”*

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International  
New York Times  
Suzy Menkes

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21 Jan 2014

Founded in Biella, Italy, by the Cerruti brothers as a wool and textile company, Cerruti expanded into menswear in Paris in the 1960s under the brilliant, inspired leadership of Nino Cerruti. From then it quickly established a distinctive style blending the inimitable tailoring of its home country with the fashionable sensibilities of Paris. Today, Cerruti is a prominent name in the global fashion scene.

# CERRUTI 1881

PARIS

62 | 133  
cities | stores

*China France  
Hong Kong Taiwan*



Photoshoot with actor  
Mark Chao

CERRUTI 1881 PARIS  
Fall/Winter 2014  
Fashion Show

CERRUTI 1881 PARIS  
Fall/Winter 2014  
Fashion Show





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*“The real return of CERRUTI 1881: Nino Cerruti, the founder has bestowed a vision of the collection that Artistic Director Aldo Maria Camillo completely captures in spirit...”*

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Le Figaro  
Jan 2013



CERRUTI 1881  
Spring/Summer 2014  
Press Open House

CERRUTI 1881 PARIS  
Launch Event



CERRUTI 1881 PARIS  
Fall/Winter 2013  
Advertising Campaign






# CERRUTI 1881

PARIS

CERRUTI 1881 PARIS  
Fall/Winter 2013  
Advertising Campaign







Global Offices

CHINESE MAINLAND  
BEIJING, CHENGDU,  
GUANGZHOU, SHANGHAI,  
WUHAN  
FRANCE PARIS  
HONG KONG, SAR  
SINGAPORE  
TAIWAN TAIPEI  
UNITED KINGDOM LONDON

馮氏



A Fung Retailing Company

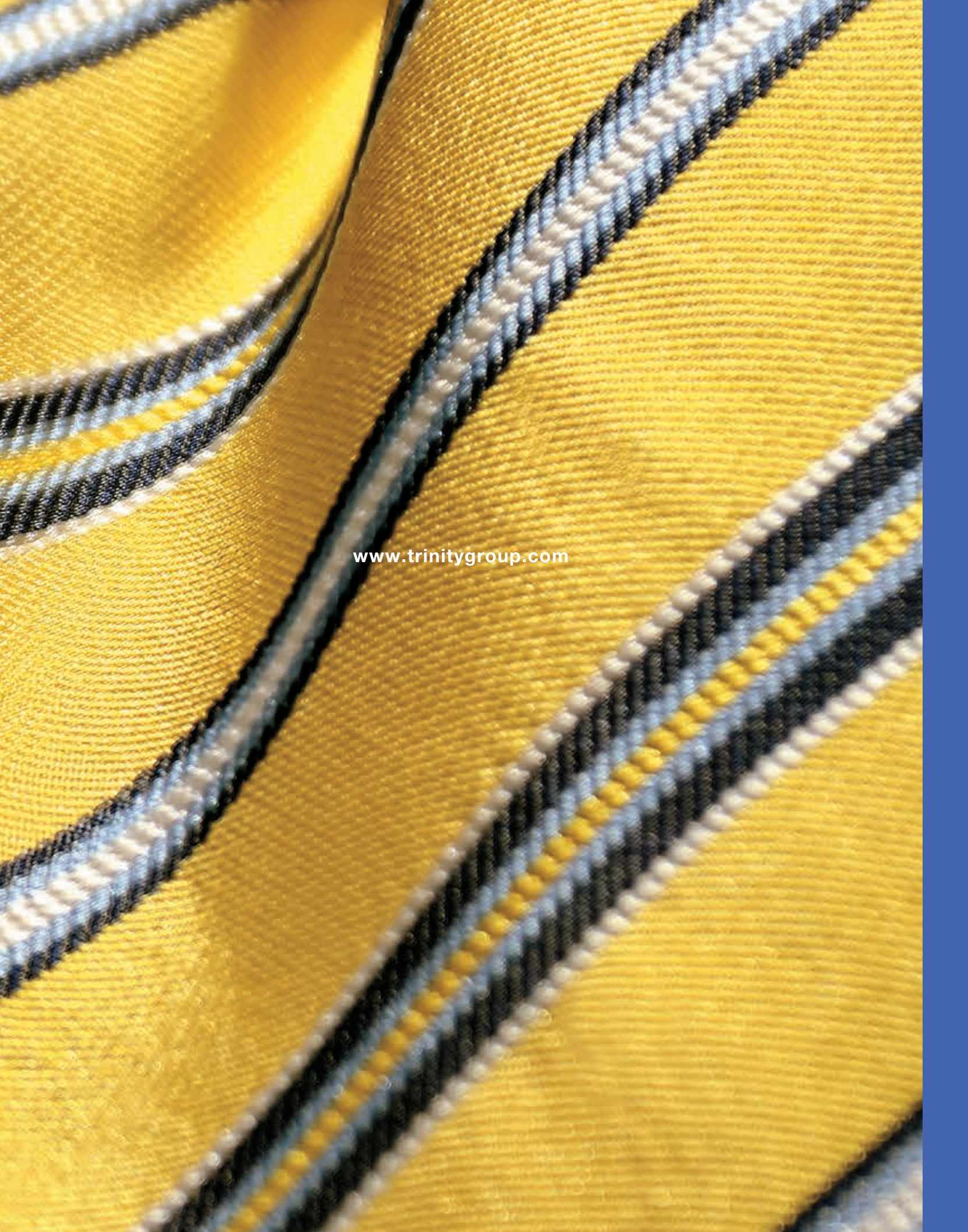
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Limited**

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