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In connection with the Global Offering, China International Capital Corporation Hong Kong Securities Limited, as stabilizing manager (the “**Stabilizing Manager**”), its affiliates or any person acting for it, on behalf of the Underwriters, may effect transactions with a view to stabilizing or supporting the market price of the H Shares at a level higher than that which might otherwise prevail for a limited period after Listing Date. However, there is no obligation on the Stabilizing Manager, its affiliates or any person acting for it, to conduct any such stabilizing action, which, if commenced, will be done at the sole and absolute discretion of the Stabilizing Manager, its affiliates or any person acting for it, and may be discontinued at any time. Any such stabilizing activity is required to be brought to an end on the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering. Such stabilization action, if commenced, may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws, rules and regulatory requirements, including the Securities and Futures (Price Stabilizing) Rules, as amended, made under the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

Potential investors should be aware that stabilizing action cannot be taken to support the price of the H Shares for longer than the stabilization period which begins on the Listing Date and is expected to expire on the 30th day after the date of closing of the application lists under the Hong Kong Public Offering. After this date, no further stabilizing action may be taken, demand for the H Shares, and therefore the price of the H Shares, could fall.

La Chapelle

上海拉夏貝爾服飾股份有限公司
Shanghai La Chapelle Fashion Co., Ltd.

(a joint stock company incorporated in the People's Republic of China with limited liability)

GLOBAL OFFERING

Number of Offer Shares under the Global Offering	:	121,579,000 H Shares (subject to the Over-allotment Option)
Number of Hong Kong Offer Shares	:	12,158,000 H Shares (subject to adjustment)
Number of International Offer Shares	:	109,421,000 H Shares (subject to adjustment and the Over-allotment Option)
Maximum Offer Price	:	HK\$18.20 per Offer Share plus brokerage of 1.0%, SFC transaction levy of 0.003% and Stock Exchange trading fee of 0.005% (payable in full on application, and subject to refund)
Nominal value	:	RMB1.00 per H Share
Stock code	:	06116

Sole Sponsor



Joint Global Coordinators



Joint Bookrunners



Jefferies



Application has been made by the Company to the Listing Committee for the listing of, and permission to deal in, the H Shares to be converted from Foreign Shares and the H Shares to be issued pursuant to the Global Offering as described in the Prospectus (including any H Shares which may be issued pursuant to the exercise of the Over-allotment Option). Dealings in the H Shares on the Main Board of the Stock Exchange are expected to commence at 9:00 a.m. on 9 October 2014. In the event the Over-allotment Option is exercised, an announcement will be made by the Company on the Company's website at www.lachapelle.cn and the website of the Stock Exchange at www.hkexnews.hk.

The Global Offering comprises the Hong Kong Public Offering of initially 12,158,000 Hong Kong Offer Shares representing approximately 10% of the total number of H Shares initially available under the Global Offering (subject to adjustment), and the International Offering of initially 109,421,000 International Offer Shares representing approximately 90% of the total number of H Shares initially available under the Global Offering (subject to adjustment and the Over-allotment Option). The allocation of the Offer Shares between the Hong Kong Public Offering and the International Offering will be subject to adjustment as described in the section "Structure of the Global Offering" in the Prospectus. In connection with the Global Offering, the Company is expected to grant the Over-allotment Option to the Joint Global Coordinators and the International Purchasers, which is exercisable by the Joint Global Coordinators for themselves and on behalf of the International Purchasers to require the Company to allot and issue up to 18,236,800 additional H Shares, representing approximately 15% of the initial Offer Shares.

Subject to the granting of the approval for listing of, and permission to deal in, the H Shares on the Stock Exchange and compliance with the stock admission requirements of HKSCC, the H Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the date of commencement of dealings in the H Shares on the Stock Exchange or such other date as may be determined by HKSCC. Settlement of transaction between participants of the Stock Exchange is required to take place in CCASS on the second business day after any trading day. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time. All necessary arrangements have been made to enable the H Shares to be admitted into CCASS.

The Offer Price will not be more than HK\$18.20 per Offer Share and is currently expected to be not less than HK\$13.98 per Offer Share, unless otherwise announced. Applicants for the Hong Kong Offer Shares are required to pay, on application, the maximum Offer Price of HK\$18.20 per Offer Share together with brokerage of 1.0%, SFC transaction levy of 0.003% and Stock Exchange trading fee of 0.005%, subject to refund if the Offer Price as finally determined is less than HK\$13.98 per Offer Share.

Applications for the Hong Kong Offer Shares will only be considered on the basis of the terms and conditions set out in the Prospectus and the Application Forms.

Applicants who would like to have the allocated Hong Kong Offer Shares issued in their own names should either (i) complete and sign the **WHITE** Application Forms, or (ii) submit applications online through the designated website of the **White Form eIPO** Service Provider at www.eipo.com.hk under the **White Form eIPO** service. Applicants who would like to have the allocated Hong Kong Offer Shares issued in the name of HKSCC Nominees and deposited directly into CCASS for credit to their CCASS Investor Participant stock accounts or the stock accounts of their designated CCASS Participants maintained in CCASS should either (i) complete and sign the **YELLOW** Application Forms, or (ii) give **electronic application instructions** to HKSCC via CCASS.

Copies of the Prospectus, together with the **WHITE** Application Forms, may be obtained during normal business hours from 9:00 a.m. on 24 September 2014, until 12:00 noon on 29 September 2014 from:

1. **China International Capital Corporation Hong Kong Securities Limited**, 29/F One IFC, 1 Harbour View Street, Central, Hong Kong
2. **CLSA Limited**, 18/F, One Pacific Place, 88 Queensway, Hong Kong
3. **Jefferies Hong Kong Limited**, 22/F, Cheung Kong Centre, 2 Queen's Road Central, Hong Kong
4. **Haitong International Securities Company Limited**, 22/F, Li Po Chun Chambers, 189 Des Voeux Road Central, Hong Kong
5. **VMS Securities Limited**, Suite 4112-14 41/F Jardine House, 1 Connaught Place, Central, Hong Kong
6. Any of the following designated branches of the receiving banks:

(i) Bank of China (Hong Kong) Limited:

	Branch Name	Branch address
Hong Kong Island	Bank of China Tower Branch	3/F, 1 Garden Road
	409 Hennessy Road Branch	409-415 Hennessy Road, Wan Chai
Kowloon	Metro City Branch	Shop 209, Level 2, Metro City Phase 1, Tseung Kwan O
	Whampoa Garden Branch	Shop G8B, Site 1, Whampoa Garden, Hung Hom
New Territories	Tai Po Branch	68-70 Po Heung Street, Tai Po Market
	Yuen Long (Hang Fat Mansion) Branch	8-18 Castle Peak Road, Yuen Long

(ii) Hang Seng Bank Limited:

	Branch name	Branch address
Hong Kong Island	Head Office	83 Des Voeux Road Central
	Wanchai Branch	200 Hennessy Road
	North Point Branch	335 King's Road
Kowloon	Tsimshatsui Branch	18 Carnarvon Road
	Kowloon Main Branch	618 Nathan Road
	Yaumati Branch	363 Nathan Road

(iii) Bank of Communications Co., Ltd. Hong Kong Branch:

	Branch Name	Branch address
Hong Kong Island	Central District Sub-Branch	G/F., Far East Consortium Building, 125A Des Voeux Road C., Central
	Taikoo Shing Sub-Branch	Shop 38, G/F., CityPlaza 2, 18 Taikoo Shing Road
Kowloon	Kwun Tong Sub-Branch	Shop A, G/F., Hong Ning Court, 55 Hong Ning Road, Kwun Tong
	Mongkok Sub-Branch	Shops A & B, G/F., Hua Chiao Commercial Centre, 678 Nathan Road
New Territories	Ma On Shan Sub-Branch	Shop No. 3062, Level 3, Sunshine City Plaza, Ma On Shan
	Sha Tsui Road Sub-Branch	122-124 Sha Tsui Road, Tsuen Wan

Copies of the Prospectus, together with the **YELLOW** Application Forms, may be obtained during normal business hours from 9:00 a.m. on 24 September 2014 until 12:00 noon on 29 September 2014 from the Depository Counter of HKSCC at 2nd Floor, Infinitus Plaza, 199 Des Voeux Road Central, Hong Kong or your stockbroker, who may have such Application Forms and the Prospectus available.

The **WHITE** or **YELLOW** Application Forms completed in accordance with the instructions printed thereon, together with a cheque or banker's cashier order payable to "Bank of China (Hong Kong) Nominees Limited – La Chapelle Public Offer" attached should be deposited in the special collection boxes provided at any of the branches of the receiving banks referred to above on such dates and during such time as specified in the Application Forms.

Applicants applying by **White Form eIPO** may submit applications through the **White Form eIPO** Service at www.eipo.com.hk from 9:00 a.m. on 24 September 2014 until 11:30 a.m. on 29 September 2014 or such later time as described in the section "How to Apply for Hong Kong Offer Shares – Effect of Bad Weather on the Opening of the Application Lists" in the Prospectus (24 hours daily, except on the last application day).

CCASS Participants can input **electronic application instructions** from 9:00 a.m. on 24 September 2014 until 12:00 noon on 29 September 2014.

Please refer to the sections "Structure of the Global Offering" and "How to Apply for Hong Kong Offer Shares" in the Prospectus for details of the conditions and procedures of the Hong Kong Public Offering.

The Company expects to publish the announcement on the final Offer Price, the level of indications of interest in the International Offering, the level of applications in the Hong Kong Public Offering and the basis of allocation of the Hong Kong Offer Shares under the Hong Kong Public Offering (i) in the South China Morning Post (in English); (ii) in the Hong Kong Economic Times (in Chinese); (iii) on the website of the Stock Exchange (www.hkexnews.hk) and (iv) on our website (www.lachapelle.cn) on or before 8 October 2014. The results of allocations and the Hong Kong Identity Card/passport/Hong Kong Business Registration numbers of successful applicants under the Hong Kong Public Offering will be available through a variety of channels;

- in the announcement to be posted on the Company's website at www.lachapelle.cn and the Stock Exchange's website at www.hkexnews.hk by no later than 9:00 a.m. on 8 October 2014;
- from the designated results of allocations website at www.iporeresults.com.hk with a "search by ID" function on a 24-hour basis from 8:00 a.m. on 8 October 2014 to 12:00, midnight on 14 October 2014;
- by telephone enquiry line by calling 2862 8669 between 9:00 a.m. and 10:00 p.m. from 8 October 2014 to 11 October 2014;
- in the special allocation results booklets which will be available for inspection during opening hours from 8 October 2014 to 10 October 2014 at all the designated receiving bank branches and sub-branches, as described in the section "How to Apply for Hong Kong Offer Shares – Publication of Results" in the Prospectus.

The Company will not issue temporary documents of title. No receipt will be issued for application monies received. Dealings in the H Shares on the Stock Exchange are expected to commence at 9:00 a.m. on 9 October 2014. The H Shares will be traded in board lots of 200 H Shares each. The stock code of the H Shares is 06116.

H Share certificates will only become valid at 8:00 a.m. on 9 October 2014 provided that the Global Offering has become unconditional and the right of termination described in the section “Underwriting” in the Prospectus has not been exercised.

By order of the Board of Directors
Shanghai La Chapelle Fashion Co., Ltd.
Xing Jiaxing
Chairman

Hong Kong, 24 September 2014

As at the date of this announcement, the executive Directors are Mr. Xing Jiaxing, Mr. Wang Yong and Mr. Hu Gang; the non-executive Directors are Mr. Li Jiaqing, Mr. Lu Weiming, Mr. Cao Wenhai and Ms. Wang Haitong; and the independent non-executive Directors are Mr. Mao Jianong, Mr. Zhou Guoliang, Mr. Chen Wei and Professor Japhet Sebastian Law.

Please also refer to the published version of this announcement in the South China Morning Post (in English) and the Hong Kong Economic Times and Sky Post (in Chinese).