

香港

香港受全球經濟下調的影響，本地經濟仍然疲弱，市民的消費模式較以往謹慎。憑藉本集團本身的優勢及多元化的產品，包括應用瑞典 Texcote 技術於休閒服飾上，透過生產實惠優質的多功能產品獲得顧客的支持及提升 uright 品牌的知名度及競爭力，並成功於回顧年內錄得銷售增長，營業額達 119,935,000 港元，較上年度上升約 4%，佔本集團綜合營業額約 26%。

在逆市中獲得如此佳績，主要由於管理層積極推廣「uright」品牌及消費者對本集團休閒服之需求上升所致，這些都印證了本集團於推出經瑞典 Texcote 技術處理之休閒服及市場推廣方面配合得宜的成果。



香港分店
Hong Kong Shop

HONG KONG

As Hong Kong was affected by the global economic downturn, the local economy remained weak and the public adopted a more prudent consumption pattern. With the existing advantages of the Group and our wide variety of products, including those casual wear items incorporating the Sweden Texcote Technology, the Group has gained customers' support through the affordable and value-added products, enhance "uright" brand's reputation and competitiveness. The Group has successfully recorded a growth in our sales during the year which amounted to HK\$119,935,000 an increase of 4% over the previous year and accounting for 26% of the Group's total turnover.

The Group achieved encouraging results under such adverse economic conditions was mainly attributable to the intensive promotion of our brand "uright" and the growing demand for the Group's casual wear. These proved that the Group's introduction of the casual wear adopting the Sweden Texcote Technology complemented well with market promotion efforts, which consequently led to this fruitful result.

海外

回顧年內，本集團加強市場推廣，並授予中東一間服飾零售公司獨家分銷權，以推廣「uright」品牌至中東市場；並於二零零一年十一月開始透過本集團聯營公司拓展泰國市場。

OVERSEAS

During the year, the Group stepped up its marketing efforts, and has granted an exclusive distribution right to a garment and retail shop in the Middle East to promote the brand "uright" in this market. The Group also sold products to the Thailand market through a joint venture of the Group beginning from November 2001.

The logo for the brand 'uright' features a stylized lowercase 'u' in white with a small asterisk above it, enclosed within an orange circle. To the right of this circle, the word 'uright' is written in a bold, grey, sans-serif font.

中東分店
Middle East Shop



泰國分店
Thailand Shop

