

創新技術

本集團於二零零一年七月向一個獨立第三者收購 Consumer Holdings Limited 45% 股權，並於二零零二年六月進一步增加股權至 75%。Consumer Holdings Limited 擁有瑞典 Texcote 技術於中國及香港之紡織及成衣商品的獨家使用權及代理權。

本集團於二零零二年三月向一個獨立第三者收購 Direct Sales Enterprises Limited 48% 股權，並於二零零二年六月進一步增加股權至 51%。Direct Sales Enterprises Limited 擁有瑞典 Texcote 技術之全球知識產權。

本集團於二零零二年七月與中國科學技術大學（「中國科大」）簽訂技術顧問協議，並委任中國科大提供對納米技術的研究、發展及應用，以改良及提升瑞典 Texcote 技術之應用範疇。

INNOVATIVE TECHNOLOGY

The Group acquired a 45% equity interest in Consumer Holdings Limited from an independent third party in July 2001 and subsequently increased the interest to 75% by further acquisition in June 2002. Consumer Holdings Limited owned the exclusive use of and acted as the sole agent for Sweden Texcote Technology on textiles and garments manufactured in the Mainland China and Hong Kong.

The Group acquired a 48% equity interest in Direct Sales Enterprises Limited from an independent third party in March 2002 and subsequently increased the interest to 51% by further acquisition in June 2002. Direct Sales Enterprises Limited owns the global intellectual property right of Sweden Texcote Technology.

The Group entered into a technology consultation agreement with University of Science and Technology of China ("USTC") in July 2002, whereby USTC was commissioned to carry out research, development and application on nano technology and improve and enlarge the scope of application of Sweden Texcote Technology.



Fashion 時裝
Exhibitions 展覽會

Advertising on TV

電視廣告



品牌及產品推廣

於年內，本集團為加強各店舖形象設計及改善，動用約 14,000,000 港元支出，推出全新標誌，突顯時代活力，又粉飾各零售門市及專營店舖設計以招攬年輕人市場，塑造品牌形象，強化本集團的市場定位。

本集團更透過電視廣告、雜誌廣告及巴士廣告宣傳旗下品牌產品，又積極贊助公開活動，年內更參加了多個大型服裝展覽及時裝表演，成功地提高了「uright」服裝品牌的知名度及其潮流活力的形象。

BRANDING AND PROMOTION

To improve the image design the Group used HK\$14,000,000 to renew our logo during the year to visualize our energetic and trendy style. The Group has also redecorated the retail outlets and specialized stores in order to attract the youth market, to build up a brand image and to strengthen the market positioning of the Group.

By advertising on TV, magazines and buses, actively sponsoring public activities and movies, and participating in several large scale fashion fairs and shows during the year, the Group has successfully promoted the reputation of "uright" as a fashion brand and its fashionable and energetic image.