

## **Canali Opens Flagship Store - First in Malaysia and Southeast Asia**

SINGAPORE, MALAYSIA; 9 MAY 2008:

DNP Fashion Sdn Bhd will launch the first Canali flagship boutique in Southeast Asia on 9 May 2008 at the Pavilion shopping centre in Kuala Lumpur, Malaysia.

Canali is an internationally-renowned Italian luxury label coveted for its superb quality and craftsmanship. With a sartorial production reflecting the hallmark Canali style and design, its luxury menswear collections are exclusively, and fully, made in Italy.

Shoppers will enjoy the total Canali experience in a brand new boutique in Kuala Lumpur. The duplex store features the Canali architectural concept, so it is like other Canali boutiques globally.

Materials such as mahogany, leather and high quality stainless steel are specially chosen for the store, for an added touch of elegance, sophistication and luxury. Expert lighting creates a desired store ambience for enhanced customer experience in refined surroundings. With 3,300 square-foot of exclusive shopping space on two levels, the brand new Canali boutique offers comfort and privacy to customers, as they seek out the full range of Canali Make-to-Order and Ready-to-Wear suit collections; shirts and trousers; accessories like shoes, belts, ties and cufflinks, and fragrances.

In commemoration of the new store opening, Canali will fly in its master tailor Alessandro Trevisan to Kuala Lumpur, to provide exclusive Make-to-Order services to privileged customers from 7-10 May 2008.

The opening of the Canali boutique in Kuala Lumpur is in line with Canali's global expansion plans and business focus on Southeast Asia markets. Mr Paolo Canali, Marketing Director of Canali, says, "We are delighted to see the opening of the first Canali store in Kuala Lumpur. This is our first step in bringing the full Canali experience to Southeast Asia customers. Our expansion to Malaysia is aimed at making our brand more accessible to an affluent Asian clientele, and to meet consumer demand for luxury menswear. We know that Canali enjoys a strong following among the highly sophisticated and affluent community here."

On how he sees the success of the brand in the competitive retail market, Mr Canali explains, "Affluent Asian consumers are well-travelled, sophisticated, they appreciate quality and style, and are open to new brand experiences."

Many who have studied or worked in Europe or other parts of the world might already have known and experienced Canali; some might already be our patrons. Now they no longer need to go too far abroad - we bring Canali's finest quality right to their doorstep."

Mr Canali adds, "We are confident of delivering the Canali promise to customers in Malaysia and regionally, especially as we have found an ideal partner in DNP Fashion which is part of the

Wing Tai Group. Wing Tai is highly regarded for its commitment to excellence in terms of quality, design and customer service, as well as its strong network and retail expertise in apparel and lifestyle brands across consumer segments in key Asian markets."

Ms Lee Cheng Toh, General Manager of DNP Fashion, says, "We are delighted that Canali's first boutique in the region is so suitably located. Through our new, beautifully-styled boutique at Pavilion, we can now serve our customers by offering them the full Canali collection in a refined shopping space. Here, they enjoy the full Canali experience with the best in quality and customer service."

Mrs Helen Khoo, Executive Director of Wing Tai Retail Pte Ltd, agrees, "Wing Tai is delighted to add Canali to our growing portfolio of brands. Canali caters to the sophisticated luxury menswear market that demands the highest quality, craftsmanship and customer service. We are excited to enter the luxury menswear market with a premier brand like Canali. Through our steady expansion, we continue to strengthen our positioning for the long-term growth of our Group's retail operations in Singapore and Malaysia."

To celebrate the successful partnership between Canali and the Wing Tai Group, the first Canali flagship store in Southeast Asia is officially opened by Mr Paolo Canali and Mrs Helen Khoo on 9 May 2008 at a launch party. Invited guests and media are treated to an evening of privileged hosting activities and an inspiring fashion show which features the best in Canali's menswear and accessories.