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LILANZ 利郎

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中國利郎有限公司

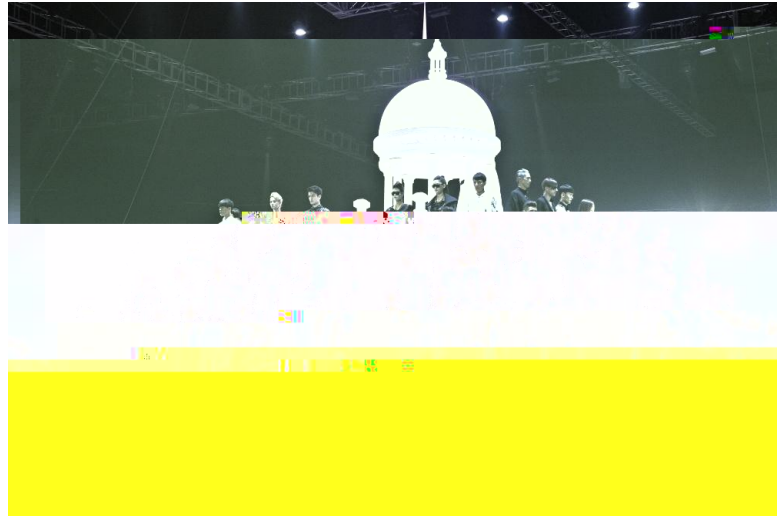
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“IFI W| F B L” . C ef Pe
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(3 November 2011 Hong Kong) ef If d If f ba 4
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of the leading menswear enterprises in China, announces that IFI W F B L”
. C ef Pe jointly produced by its core brand its chief designer,
Mr. Ji Wenbo, was successfully held on 28 October, during the Beijing Fashion Week. That
night, the avant-garde and fashionable designs presented in the show astonished a crowd
of over 500 guests from all over the world.

Since Milan Fashion Week and Tokyo Fashion Week, China Lilang once again joined forces
with chief designer, Mr. Ji Wenbo, to produce LILANZ | JIWENBO 2012
Fashion Show at I C-PARK Beijing Club, which is known as the iconic
structure of Chin Fashion World. With brand new visual effects, and strong line-up of
renowned models, complemented by an international-level production team, the Group
presented over 160 ensembles of new designs and collections under the theme of
1 01 Overall, the designs revolved around D
Designs based on traditional Chinese culture, infused with particular characteristics of
foreign culture, are created using three-dimensional cutting and a combination of unique
patterns and top-quality, comfortable fabric, effectively dem 4
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Mr. Wang Dong Xing, Chairman and Executive Director of the Group
China Lilang was found, it has
Over the years, it continuously innovates and leads the fashion trends.
With our unique understanding of fashion and keen insights into the market, China Lilang
has won the favour of the consumers. We are very honoured to once again exhibit our
trendy and quality products to the wider public through this event. The Group will
continue enhancing its brand image and improving the product designs, bringing its
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the menswear



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China Lilang is one of the leading PRC menswear enterprises. As an integrated fashion enterprise, the Group designs, sources, manufactures and sells high-quality business casual menswear. Its products are sold across an extensive distribution network, covering 31 provinces, autonomous regions and municipalities in the PRC.

sub- 1 4 ucts are designed for business casual purposes. Its products include suits, jackets, shirts, trousers, sweaters and accessories. As at 30 June, 1 00 4 2 14 or subcontracted by 91 distributors nationwide.

For further inquiries, please contact:

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