

[For Immediate Release]



China Lilang Announces 2018 Winter Trade Fair Results Recorded 33% Growth

(5 June 2018 Hong Kong) China Lilang Limited is pleased to announce the results of its 2018 Winter Trade Fair.

The brand has recorded 33% growth year-on-year in total order value (in terms of wholesale value) in its 2018 winter trade fair. The robust order growth for three consecutive trade fairs reflected the high confidence of distributors as the retail sales of the brand's channel inventory is at a healthy level. The average selling price by product category of the winter collection has increased marginally to reflect the increase in material costs.

In addition, distributors recorded about 10% same-store sales growth (at retail value) on average for the period from January to May 2018 as compared to the same period in 2017.





The above pictures are the catwalk show held during the 2018 Winter Trade Fair.

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About China Lilang

China Lilang is one of the leading PRC menswear enterprises. The Group designs, sources and manufactures high-quality business and casual menswear and sells under the *ò* brand across an extensive distribution network, covering 31 provinces, autonomous regions and municipalities in the PRC.

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