

# GIORDANO

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# Our Philosophy

## Giordano's Vision and Mission

Giordano's Vision is – “To be the biggest and the Best World Brand in Apparel Retailing”

*(A World Brand is a brand that has no Centre, knows no national borders. It is cross-cultural and is owned by local consumers. It is truly a “Think Global – Act Local” scenario. Each market adapts to their customers needs, wants and culture, but all maintain a cosmopolitan, international and contemporary touch.)*

Our brand's Mission is – “To Make People Feel Good and Look Great”

Giordano's Corporate Values

- Quality
- Knowledge
- Innovation
- Service
- Simplicity





# Our History

## Giordano International

Giordano international was founded in Hong Kong in 1981 and is now one of the world's leading international retailers of men's, women's and children's apparel and accessories. By focusing relentlessly on its five corporate business values of Quality, Knowledge, Innovation, Service and Simplicity (Q.K.I.S.S), the brand has grown from its single Hong Kong store in 1981 to the present network of over 2,500 stores and counters in over 40 countries in the Asia-Pacific and Middle East regions. The company's brands "*Giordano*", "*Giordano Junior*", "*Giordano Ladies*", "*BSX*" – are today synonymous with superior quality, value and service.

Giordano's global success story has been featured as a case study at the Harvard Business School. The company has also received international recognition for its commitment to corporate governance.

## Our Brands



GIORDANO



GIORDANO  
WOMEN



GIORDANO  
junior



giordano/ladies

## Giordano Malaysia

Giordano Malaysia established 1991 and today is responsible for Giordano operations and distribution in Middle East, India, Africa, Eastern Europe and Central Southeast Asia.

## Giordano Stores

Since its inception in 1991 with the first retail outlet at Bur Aeon Alpha Angle, KL now operates 89 stores across the region.

The size of 89 stores is between 800-1800 square feet. The strategy is to select accessible and effective locations so that Giordano stores are within easy reach of all customers.



**Mid Valley Megamall**  
Kuala Lumpur

**Southkey Mid Valley  
Megamall**  
Johor Bharu





# Our Product



## Product

Simple pleasures of basic fashion – that is the driving force of Giordano. Giordano's styling always revolves around what is relevant, essential and functional. The look is relaxed and the merchandise can easily be mixed together to match any occasion, mood or place. Customers can be assured "to feel good and look great".

The product development team works continuously on product innovation to provide product differentiation and enhanced valued for the customers. There is a continuous process of innovation, keeping in mind customer and market needs.





# Pique short sleeve slim Polo



**Style code: (01019018)**

**RM98.00**

- A polo shirts that has both great functionality & design. Look stylish while keeping you comfortable.
- Feature a streamlined, lean silhouette that redefines the shoulders and chest.
- Designed with a collar that can be mixed and match with different looks.

Fabric: 60% cotton, 40% Polyester

## Available Colors:



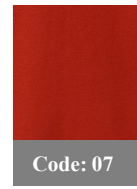
Code: 01



Code: 02



Code: 03



Code: 07



Code: 24

## Size chart

Measurement(Inch)

	Chest	Body	Shoulder	Sleeve
S	38"	27"	16"	8"
M	40"	28"	17"	9"
L	42"	29"	18"	9"
XL	45"	30"	19"	9"
XXL	48"	30"	19"	9"

Remarks: Due to different fabric properties, washing, finishing or other factors, the actual measurements of the item may vary from the size chart up to 1 inch.

# Solid interlock Polo



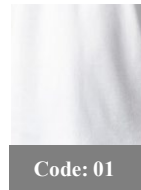
**Style code: (01010236)**

**RM129.00**

- Smarter polo shirts made by soft interlock fabric. Even more comfortable and stylish than the traditional polo shirts.
- Tone on tone collar design for a more refined look.
- The polo is elegant and clean, looks great worn on its own or coupled with a jacket.

Fabric composition: 100% Cotton (With Regal Finish) 220 gms

## Available Colors:



## Size chart

Measurement(Inch)

	Chest	Body	Shoulder	Sleeve
S	38"	27"	17"	9"
M	40"	28"	17"	9"
L	42"	29"	18"	9"
XL	45"	30"	19"	9"
XXL	48"	30"	20"	10"

Remarks: Due to different fabric properties, washing, finishing or other factors, the actual measurements of the item may vary from the size chart up to 1 inch.

# Long sleeve stretch oxford classic men shirt



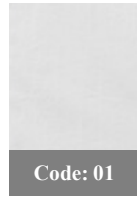
**Style code: (01040043)**

**RM159.00**

- Stretch oxford material provides solid comfort.
- Slim fit with a sleek silhouette.
- Button down collar looks great with or without a tie.
- A classic shirt for any occasion, can be worn in a wide range of different looks.

Fabric: Material: 97% cotton 3% elastane

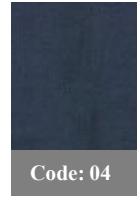
## Available Colors:



Code: 01



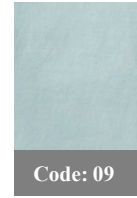
Code: 02



Code: 04



Code: 07



Code: 09



Code: 15

## Size chart

Measurement(Inch)

	Chest	Body	Shoulder	Sleeve	Waist
S	41"	28"	17"	24"	39"
M	43"	29"	18"	25"	41"
L	45"	30"	19"	25"	43"
XL	48"	31"	20"	26"	45"

Remarks: Due to different fabric properties, washing, finishing or other factors, the actual measurements of the item may vary from the size chart up to 1 inch.

# Short sleeve stretch oxford classic men shirt



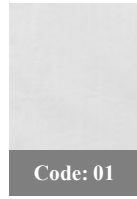
**Style code: (01040273)**

**RM149.00**

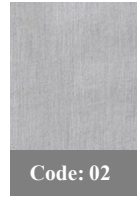
- Stretch oxford material provides solid comfort.
- Slim fit with a sleek silhouette.
- Button down collar looks great with or without a tie.
- A classic shirt for any occasion, can be worn in a wide range of different looks.

Fabric: Material: 97% cotton 3% elastane

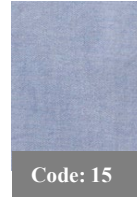
## Available Colors:



Code: 01



Code: 02



Code: 15

## Size chart

Measurement(Inch)

	Chest	Body	Shoulder	Sleeve	Waist
S	38"	28"	17"	8"	37"
M	40"	29"	18"	9"	39"
L	42"	30"	19"	9"	41"
XL	45"	31"	20"	9"	44"

Remarks: Due to different fabric properties, washing, finishing or other factors, the actual measurements of the item may vary from the size chart up to 1 inch.

# Solid crew neck tee



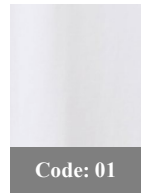
**Style code: (01020250)**

**RM49.00**

- Made with 100% cotton to provide soft & comfortable feel.
- A trendy, comfy silhouette that can be worn by men & women.
- The ultimate basic tee that will never go out of style.
- Our classic tees, simple yet modern.

Fabric: 100% Cotton

## Available Colors:



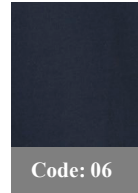
Code: 01



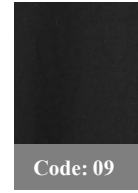
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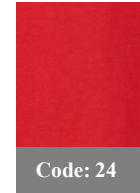
Code: 03



Code: 06



Code: 09



Code: 24

## Size chart

Measurement(Inch)

	Chest	Body	Shoulder	Sleeve	Waist
XS	39"	27"	16"	8"	-
S	39"	27"	16"	8"	-
M	41"	28"	17"	9"	-
L	43"	29"	18"	9"	-
XL	46"	30"	19"	9"	-
XXL	49"	30"	19"	9"	-

Remarks: Due to different fabric properties, washing, finishing or other factors, the actual measurements of the item may vary from the size chart up to 1 inch.

# G-motion cool-max tee



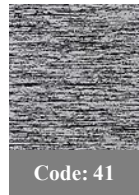
**Style code: (01029211)**

**RM69.00**

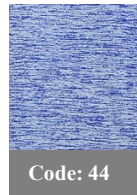
- Fully loaded with comfort features, cool-max technology. Cool touch & moisture wicking.
- Smooth texture with stretch that feels great on the skin.
- Seamless, with a tubular wave for a softer touch.
- Great looks made perfect for sports or lounging around.

Fabric: 58% nylon, 42% polyester

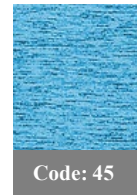
## Available Colors:



Code: 41



Code: 44



Code: 45



Code: 48

## Size chart

Measurement(Inch)

	Chest	Body	Shoulder	Sleeve
S	34"	26"	16"	7"
M	36"	27"	17"	7"
L	38"	28"	17"	8"
XL	41"	29"	18"	8"

Remarks: Due to different fabric properties, washing, finishing or other factors, the actual measurements of the item may vary from the size chart up to 1 inch.

# G-motion cool-max printed tee



Color 43



**Style code: (01029207)**

**RM69.00**

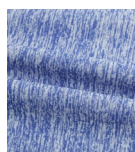
- Fully loaded with comfort features, cool-max technology. Cool touch & moisture wicking.
- Smooth texture with stretch that feels great on the skin.
- Seamless, with a tubular wave for a softer touch.
- Great looks made perfect for sports or lounging around.

Fabric: 58% nylon, 42% polyester

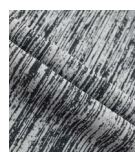
## Available Colors:



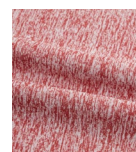
Code: 41



Code: 43



Code: 46



Code: 47

## Size chart

Measurement(Inch)

	Chest	Body	Shoulder	Sleeve
S	34"	26"	16"	7"
M	36"	27"	17"	7"
L	38"	28"	17"	8"
XL	41"	29"	18"	8"

Remarks: Due to different fabric properties, washing, finishing or other factors, the actual measurements of the item may vary from the size chart up to 1 inch.

# Skinny tapered khakis pants



**Style code: (01118039)**

**RM149.00**

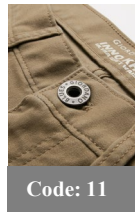
- Skinny fit but made with ultra stretch fabric. So they are comfortable and do not feel tight.
- Easy comfortable design, true wardrobe essentials.
- Great for everyday wear, a must have for all seasons.

Fabric: 98% cotton, 2% spandex

## Available Colors:



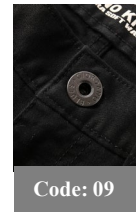
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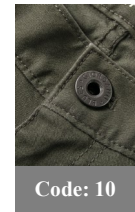
Code: 11



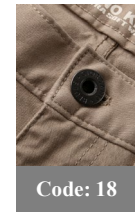
Code: 08



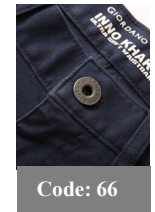
Code: 09



Code: 10



Code: 18



Code: 66

## Size chart

Measurement(Inch)

	Waist	Hip	Thigh	Leg Opening	Front rise	Back rise	Length
29	31"	38"	23"	15"	14"	14"	40"
30	32"	39"	23"	16"	14"	14"	40"
32	34"	41"	24"	16"	14"	15"	41"
34	36"	43"	25"	17"	15"	15"	41"
36	38"	45"	26"	17"	15"	16"	42"
38	40"	47"	27"	18"	16"	16"	42"

Remarks: Due to different fabric properties, washing, finishing or other factors, the actual measurements of the item may vary from the size chart up to 1 inch.



# Slim tapered khakis pants



**Style code: (01119055)**

**RM149.00**

- Smooth, high density chino material.
- Excellent stretch for easy movement.
- Versatile design, true wardrobe essentials.
- The slim-fit design looks great with a tucked in shirt.
- 3 layers waistband provide waist comfort plus secure fit.
- Great for everyday wear or casual business attire.

Fabric: 98% cotton, 2% spandex

## Available Colors:



Code: 07



Code: 09



Code: 12

## Size chart

Measurement(Inch)

	Waist	Hip	Thigh	Leg Opening	Front rise	Back rise	Length	Inseam
29	33"	39"	24"	14"	10"	14"	40"	32"
30	33"	40"	24"	15"	10"	14"	41"	32"
32	34"	41"	24"	15"	11"	15"	42"	33"
34	35"	42"	25"	16"	11"	15"	43"	34"
36	36"	43"	25"	16"	12"	16"	44"	35"
38	37"	44"	26"	17"	12"	16"	45"	36"

Remarks: Due to different fabric properties, washing, finishing or other factors, the actual measurements of the item may vary from the size chart up to 1 inch.

# Skinny tapered Jeans



**Style code: (01118026)**

**RM149.00**

- Comfortable, slim fit.
- A special pre-wash process create a classic denim look.
- Pairs well with any footwear.
- Made with 100% cotton 10.9oz denim.

Fabric: 100% cotton

## Available Colors:



Code: 80



Code: 93

## Size chart

Measurement(Inch)

	Waist	Hip	Thigh	Leg Opening	Front rise	Back rise	Length
29	31"	34"	22"	13"	10"	14"	41"
30	32"	35"	23"	14"	10"	14"	41"
32	34"	37"	24"	14"	10"	15"	42"
34	36"	39"	25"	15"	11"	15"	42"
36	38"	41"	27"	15"	11"	16"	43"
38	40"	43"	28"	16"	12"	16"	43"

Remarks: Due to different fabric properties, washing, finishing or other factors, the actual measurements of the item may vary from the size chart up to 1 inch.

# Slim tapered Jeans



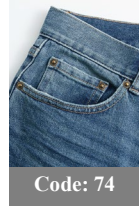
**Style code: (01119063)**

**RM149.00**

- Made with stretch denim that provides a comfortable feel.
- Versatile mid-rise with a flattering straight cut through the legs.
- Curved waistband for a secure fit.
- Classic jeans, a must have item for all seasons.

Fabric: 99% cotton, 1% spandex

## **Available Colors:**



Code: 74

## Size chart

Measurement(Inch)

	Waist	Hip	Thigh	Leg Opening	Front rise	Back rise	Length	Inseam
29	32"	40"	24"	13"	10"	15"	42"	31"
30	33"	41"	25"	14"	11"	15"	43"	31"
32	34"	42"	25"	14"	11"	16"	43"	32"
34	35"	43"	26"	15"	12"	16"	44"	33"
38	37"	45"	27"	16"	13"	17"	45"	35"

Remarks: Due to different fabric properties, washing, finishing or other factors, the actual measurements of the item may vary from the size chart up to 1 inch.

# Oxford long sleeve shirts



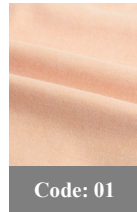
**Style code: (05340038)**

**RM159.00**

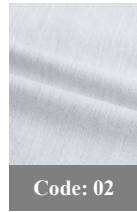
- Made with stretch oxford material to provide comfort and easy movement.
- Long sleeve full button down shirt.
- Slim fit with embroidery detail.
- Can be used in variety of coordinated outfits as a cardigan or jacket.
- A design that is perfect for the office when paired with a slim-fitting or skinny pants.

Fabric: 98% cotton, 2% lycra

### Available Colors:



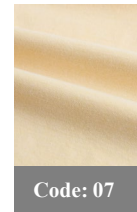
Code: 01



Code: 02



Code: 03



Code: 07



Code: 15

## Size chart

Measurement(Inch)

	Chest	Length	Shoulder	Sleeve
S	35"	25"	14"	23"
M	37"	26"	15"	24"
L	39"	27"	16"	24"
XL	41"	28"	16"	25"

# Oxford woven collar long sleeve shirts



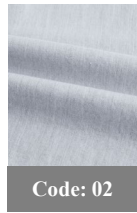
**Style code: (05340043)**

**RM169.00**

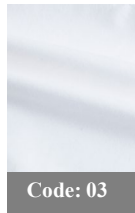
- Made with stretch oxford material to provide comfort & easy movement.
- Long sleeve with half placket button front shirt.
- Comfort fit with embroidery detail.

Fabric: 98% cotton, 2% spandex

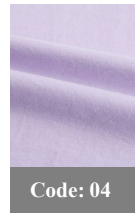
## Available Colors:



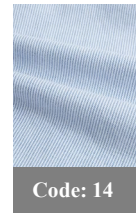
Code: 02



Code: 03



Code: 04



Code: 14

## Size chart

Measurement(Inch)

	Chest	Length	Shoulder	Sleeve	Waist
S	40"	31"	15"	24"	-
M	40"	31"	15"	24"	-
L	40"	31"	15"	24"	-
XL	40"	31"	15"	24"	-

Remarks: Due to different fabric properties, washing, finishing or other factors, the actual measurements of the item may vary from the size chart up to 1 inch.

# Stretchy slim mid rise Jeans



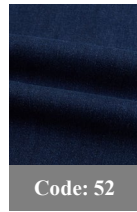
**Style code: (05419048)**

**RM129.00**

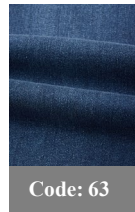
- Made with stretch denim that provides a comfortable feel.
- Versatile mid-rise with a flattering straight cut through the legs.
- Curved waistband for secure fit.
- Classic jeans, a must have item for all seasons.

Fabric: 99% cotton, 1% spandex

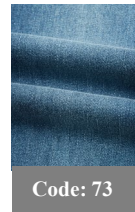
## Available Colors:



Code: 52



Code: 63



Code: 73

## Size chart

Measurement(Inch)

	Waist	Hip	Thigh	Leg Opening	Front rise	Back rise	Outseam	Inseam
25	29"	33"	20"	10"	8"	13"	37"	29"
26	30"	34"	20"	10"	9"	13"	37"	29"
27	31"	35"	21"	11"	9"	13"	37"	29"
28	32"	36"	22"	11"	9"	14"	37"	29"
32	36"	40"	24"	13"	10"	15"	38"	29"

Remarks: Due to different fabric properties, washing, finishing or other factors, the actual measurements of the item may vary from the size chart up to 1 inch.

# Super skinny Jeans



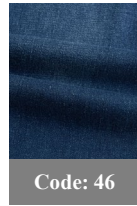
**Style code: (05420204)**

**RM129.00**

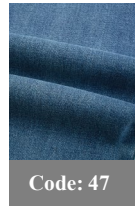
- Features with stretch denim provide comfortable feel.
- Versatile mid-rise design.
- Curved waistband for secure fit.
- Classic jeans a must have item for all seasons.

Fabric: 90% cotton, 2% spandex, 8% polyester

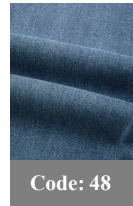
### Available Colors:



Code: 46



Code: 47



Code: 48

## Size chart

Measurement(Inch)

	Waist	Hip	Thigh	Leg Opening	Front rise	Back rise	Length	Inseam
25	28"	34"	21"	9"	9"	14"	35"	26"
26	29"	35"	21"	9"	9"	14"	35"	26"
27	29"	35"	21"	9"	10"	14"	35"	26"
28	30"	36"	21"	10"	10"	14"	36"	26"
30	31"	37"	22"	10"	10"	15"	36"	26"

Remarks: Due to different fabric properties, washing, finishing or other factors, the actual measurements of the item may vary from the size chart up to 1 inch.

# GIORDANO

# ALWAYS ONE

# FOR YOU



## Our contact

- *Main office:* **Bukit Bintang (Kuala Lumpur)**
- *Telephone no:* **03 2143 4343**
- *Email:* **hklee@giordano.com.my**
- *Email:* **ericcheong@giordano.com.my**
- *Website:* **www.giordano.com**
- *Facebook:* **www.facebook.com/giordanomalaysia**
- *Instagram:* **www.instagram.com/giordanomy**



# Corporate Purchase Scheme

\* **Special order** – Request for extra embroidery and print work to be quoted separately.

## Delivery Procedure

- *Ready stock* – 14 – 21 days
- *Special order* – 90 days upon confirmation
- *Delivery upon payment received / Clearance of cheque*

## Payment Terms

- *Cash*
- *Cheque payable to Giordano (M) Sdn Bhd*
- *Special order* – *Deposit 50% upon order confirmation*  
*Balance 50% upon delivery*



**3D LION POLO**  
GIORDANO

Thank You