

## DIESEL KID TO CONQUER CHINA

Breganze (VI), June 24<sup>th</sup> 2015. Diesel Kid lands in China, signing a 4-year agreement with **Evergreen Intl**, a leading menswear and childrenswear company in the country, operating as distributor for brands targeting the upper-middle and high-end segments of mainland China's market.

The partnership with Evergreen opens up new and interesting prospects for the growth of Diesel Kid in the Chinese market, one of the most thriving ones for childrenswear.

*"China represents an increasingly relevant business. The agreement with Evergreen will allow the implementation of an ambitious opening plan for the coming years, with the aim of positioning the brand as a leader in the childrenswear segment in the Chinese market. We believe we have found in Evergreen and its president Mr. Chan Yuk Ming the right partner to achieve our goal,"* says Germano Ferraro, CEO of Brave Kid.

The expansion of Diesel Kid in China is starting from the commercial area of Qingdao, where the brand has just opened its first flagship store at the prestigious MixC mall.

The store of Qingdao reflects the Diesel Kid style with a 90 square meter area in the first floor of the Chinese luxury mall. The store hosts, in addition to the iconic products of the brand, all the new seasonal items including the denim and Jogg Jeans collection, which are presented in a dedicated area.

Evergreen plans to open other Diesel Kid retail stores in a range of shopping malls in Hong Kong, Macau and in first and second-tier cities in mainland China starting from the second half of 2015.

Diesel Kid is produced and distributed under licence by Brave Kid, the childrenswear company of OTB.

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### **About Brave Kid**

Brave Kid is the company of OTB specialized in the product development, production and distribution of high-end childrenswear brands. A one-of-a-kind company in this industry capable of interpreting the identity of each of the brands in its portfolio, thanks to dedicated teams. Thirty years of experience which started with Diesel Kid, and grew with John Galliano Kids and the junior line of Dsquared<sup>2</sup>. Today, thanks also to the recent addition of Marni, Brave Kid is a global key player in the international childrenswear market.

### **About Evergreen International Holdings Limited**

Evergreen is one of the leading menswear enterprises and brands operators in the PRC, that currently owns and manages V.E. DELURE and TESTANTIN and distributes the high-end childrenswear of third brands. As of December 31<sup>st</sup> 2014, Evergreen Intl has a total of 177 self-operated stores and 191 franchised stores in 30 provinces and autonomous regions, covering 171 cities in China.

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