

**[For Immediate Release]**



## **Embry's Flagship Store Opens in Hong Kong Gracing the Heart of Tsim Sha Tsui with Style and Elegance**

(November 16, 2007 – Hong Kong ) **Embry Holdings Limited** (“Embry” or the “Group”; Stock Code: 1388), the leading integrated lingerie brand-owner and retailer in China, is pleased to announce the opening of its first flagship store in Hong Kong on November 16, 2007.

The flagship store is located on Granville Road in the heart of Tsim Sha Tsui. Measuring a staggering 1,200 square feet, the store is the ultimate destination to shop for ladies' lingerie products with style and ease. It features a vast collection of high quality products from three reputed lingerie brands, EMBRY FORM, FANDECIE and COMFIT.

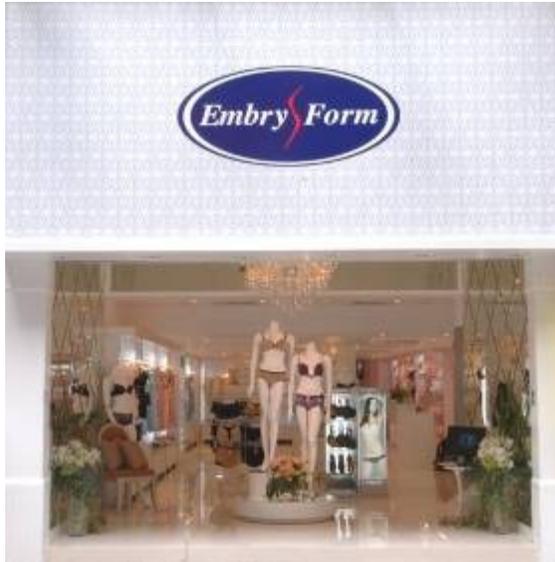
Design-wise, the flagship store is synonymous with a splendid theatre, with chandeliers sparkling with vigour and grandeur and mirrors enhancing the sense of space. The three zones designated respectively for EMBRY FORM, FANDECIE and COMFIT are demarcated neatly, with each demonstrating their individuality. EMBRY FORM is characterised by oval-shaped frosted glassware, highlighting a chic and stylish collection of lingerie products. The area for FANDECIE has the feel of a wonderland for nymphets, conveying the purity and energy pertaining to young lady. As for the COMFIT zone, it brings into full play the simple and sophisticated qualities of COMFIT's products. In between shopping for their favourite items, customers can sit back and relax on comfortable sofas found across the store.

Beyond the three zones are the changing room area marked by a delicate carpet in champagne colour. Decked out in Victorian style, the four spacious changing rooms exude class and sophistication through the golden curtains and chairs in European style. They are the perfect snug to try on lingerie of different styles, and to indulge in self-admiration that every modern woman deserves.

Liza Cheng, CEO and Executive Director of Embry said: “We are delighted at the opening of Embry's first flagship store in the prime location of Tsim Sha Tsui. In the future, the Group will look out for top quality shops in mainland cities, including Beijing, Shanghai and Guangzhou, to develop more flagship stores. This will be in line with our sales strategy and will help promote the Embry brand.”

Meanwhile, to celebrate the opening of the Embry flagship store, Embry is offering a 12% discount to customers shopping for any regular price products from November 16 to 18. The special arrangement will facilitate customers' needs to gear up for autumn and winter. Whether they go for style, elegance or high quality, every customer will be guaranteed joy and fun shopping at the Embry flagship store.

Official opening of Embry's first flagship store in Hong Kong:



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### **About Embry**

Embry is a leading lingerie brand owner and retailer in China, which is principally engaged in the design, manufacture and distribution of ladies' lingerie, swimwears, sleepwears and related accessories. The Group has established an extensive retail network comprising over 1,000 outlets covering major cities in the PRC including Hong Kong and Macau, and two well equipped production bases in Shenzhen and Changzhou. Embry has four self-owned brands, namely "EMBRY FORM", "FANDECIE", "COMFIT" and "LC". Each of the four brands is targeted at different customer group and therefore products under each brand have their unique design and characteristics to fit in the needs of the targeted customers. "EMBRY FORM", the signature brand of the Group, was awarded as "The 2006 Best-selling Lingerie Products in the Industry" by China Industrial Information Issuing Center. It has been the 11th consecutive year for "EMBRY FORM" to rank the first in volume, sales and market share. In addition, "FANDECIE", an energetic lingerie brand of the Group was also officially awarded one of the "Top 10 Best Sellers in the Industry in 2006".

For further information, please contact:  
**iPR Ogilvy Ltd.**

Juliana Li/ Emily Chiu/ Natalie Tam

Tel: (852) 2169 0467/ 2136 6179/ 2136 6182

Fax: (852) 3170 6606

Email: [juliana.li@iprogilvy.com](mailto:juliana.li@iprogilvy.com)/ [emily.chiu@iprogilvy.com](mailto:emily.chiu@iprogilvy.com)/ [natalie.tam@iprogilvy.com](mailto:natalie.tam@iprogilvy.com)