

**(For Immediate Release)**

# **LILANZ 利郎**

**China Lilang Limited**  
中國利郎有限公司

## **China Lilang Announces 2015 Spring and Summer Trade Fair Results Satisfactory Growth in Sales Orders as Confidence Level of Distributors Improved**

(11 September 2014 – Hong Kong) **China Lilang Limited** (“China Lilang” or the “Company”, which together with its subsidiaries, is referred to as the “Group”; stock code: 1234) is pleased to announce the results of its 2015 Spring and Summer Trade Fairs.

Compared with the 2014 Spring and Summer Trade Fairs, the Group’s core brand “LILANZ” recorded a high-single-digit increase in the total order value at the 2015 Spring and Summer Trade Fair. Meanwhile, the Group’s sub-brand “L2” recorded a low-double-digit growth in total order value at the 2015 Spring and Summer Fair. The sustained growth in trade fair orders of the two brands indicates the continuous improvement in confidence level among the distributors. At the trade fairs, average selling prices of both brands are similar to those of their 2014 Spring and Summer collections. Delivery of the above orders is expected to commence in January 2015.

The 2015 Spring and Summer Trade Fairs of “LILANZ” and “L2” had just been held in Jinjiang and Shanghai respectively. Over 1,000 new products of apparel, shoes and accessories were showcased in each of the trade fairs of “LILANZ” and “L2”.

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### **About China Lilang**

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 and fashion casual menswear. Its products are sold across an extensive distribution network, covering 31 provinces, autonomous regions and municipalities in the PRC under its core brand “LILANZ” and sub-brand “L2”. Its menswear products include suits, jackets, shirts, trousers, sweaters and accessories.

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