

LILANZ 利郎

China Lilang Announces 2020 Spring and Summer Trade Fair Results LILANZ's Overall Sales Order Recorded 6%-9% Growth

(3 September 2019 – Hong Kong) **China Lilang Limited** (“China Lilang” or the “Company”, together with its subsidiaries, known as the “Group”; stock code: 1234) has announced the results of 2020 spring and summer trade fair.

The Group has recorded 6%-9% growth in total order value (in terms of wholesale value) year-on-year in its 2020 spring and summer trade fair. Impacted by the uncertain economic prospects, distributors have adopted a conservative approach in placing orders. The average selling price by product category is similar to that of the 2019 spring and summer collections.

In addition, the “LILANZ” stores, which have been in operation for more than 18 months by the Group’s distributors and sub-distributors, continued to improve in efficiency and recorded a high single-digit same-store sales growth (at retail value) on average for the period from January to August 2019 as compared to the same period in 2018.



The above picture is taken during the catwalk show of LILANZ's 2020 spring and summer trade fair.

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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 and manufactures high-quality business and casual apparel for men and sells under the LILANZ brand across an extensive distribution network, covering 31 provinces, autonomous regions and municipalities in the PRC.

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