

THE MARKET

The Topy Group represents one of the Hong Kong fashion industry's greatest success stories. Since its inception over 30 years ago, the company has established itself as a leader in high-quality, fashionable, affordable products, which goes some way to explaining the high market share the company enjoys today. From the very young through teenagers to sophisticated business executives, Topy has universal appeal when it comes to clothing.

Housing a total of seven well-known brands under the Topy corporate umbrella – Episode, Episode Essentials, Episode Studio, Jessica, Colour Eighteen, Oxygen and Weekend Workshop – the company now operates more than 25 stores throughout Hong Kong.

The company boasts over 350 outlets and many independent Topy stores worldwide. It has a considerable presence in China, where Topy brands have become popular with the increasingly stylish population. It also operates in Taiwan, Thailand, Macau, the Philippines, the UK, the US and Mexico.

With its fashion expertise, an ability to move with the times and the skill to provide its customers with exactly what they want, Topy represents the very best of Hong Kong's worldwide renown for producing excellent clothing at attainable prices.

ACHIEVEMENTS

Topy's brands have received many accolades from the world's fashion media over the years, who have featured clothes from each of the seven brands in the pages of their magazines and on fashion shows on television.

Episode was recently presented with a certificate for being a Service Category Leader in Fashion & Accessories – High Fashion by the Hong Kong Retail Management Association in Mystery Shoppers Programme. Moreover, both Episode and Jessica were presented with a Quality Tourism Services award by the Quality Tourism Services Scheme in June 2003 and again in June 2005.

Episode, Jessica, Colour Eighteen and Topy itself all received the prestigious Superbrands seal in 2004, making the group one of the most widely applauded in the territory.

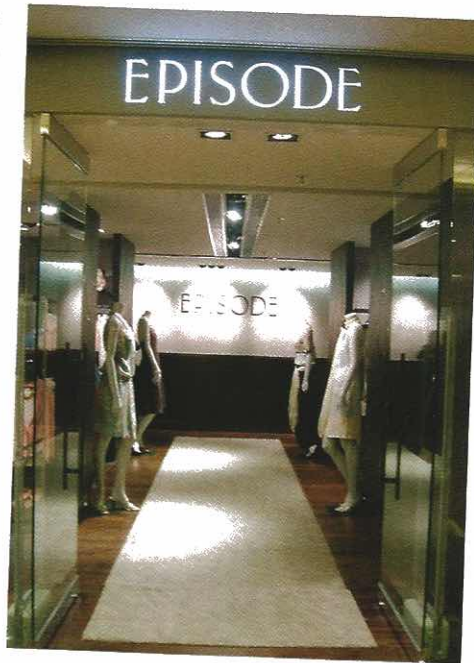
In 2003, Topy opened China's first concept store in Shanghai. Novo Concept is

in the prestigious Raffles Place shopping complex and boasts 25,000 square feet of prime retail space. It provides outlets for brand new fashion labels within a state-of-the-art, visually stunning shopping arena.

Novo Concept is an evolutionary store that fuses design, fashion and technology into one representing a revival of authenticity and style where young individuals can define and express themselves. Topy combined a vast array of talents and resources to formulate and execute this project with a design team from England, a branding team from Hong Kong, and a marketing team from Australia and Shanghai. This young, global, entrepreneurial team provides exactly the right ingredients for a successful concept store.

HISTORY

Topy was established in 1973 as a garment manufacturing company by the Hong Kong-based Fang family. Three years later, its first label, Jessica, was launched and with it the first Jessica boutique. From there, the business has enjoyed a meteoric rise to become a



Topy first broke into the North American market in 1986 when the group opened a retail store in California. This was followed two years later with the purchase of an established American retail chain.

Episode was first launched in Europe in 1989 and has since become one of the best-known names in the female fashion world. A sign of this came when the Jessica label was renamed Jesire for the European market. More recently, E'Sensual, a trendier yet sophisticated brand name from the Topy stable, has hit the streets of London.

Perhaps Topy's biggest challenge came with the decision to move into mainland China. The first Topy store opened in Shanghai in 1993 and spawned one of the most remarkable success stories in the clothing manufacturing industry. Topy now

boasts over 250 stores and concessions across China in cities such as Beijing, Dalian, Guangzhou, Xian and Nanjing as well as many other locations.

THE PRODUCT

Topy represents the best of Hong Kong's renowned ability to produce excellent craftsmanship at attainable prices. The seven labels under Topy provide affordable clothes for every age and occasion, constantly staying ahead of the trend. The emphasis on quality is also palpable with the design team incorporating a wide selection of styles, colours and fabrics sourced from the runways and boutiques of Paris, London, Milan and New York.

Topy also offers a wide range of accessories that complement the fashion line including bags, belts, shoes, sunglasses and jewellery. Most of these are manufactured in Europe by the same



global name with more than 350 stores across the world. All aspects of the manufacturing, warehousing and distribution process are 100 percent managed and owned by Topy.

suppliers as designer branded goods, ensuring they maintain the same high standard of workmanship.

The company is renowned for combining innovative designs with quality manufacturing, excellent retail techniques, clever and incisive marketing campaigns and the ability to attract the most dynamic and high-calibre personnel in town. The Toppo brand name has become synonymous with excellent standards of wares combined with a fashionable and ever-changing outlook while never forgetting its traditional values.

RECENT DEVELOPMENTS

Episode proudly presents a stunning new look at Harbour City. The renovated store boasts a clean and modern design emphasizing navigability between groups and colours leaving customers relaxed and un intimidated to experience a shopping innovation with a “Look-and-Feel” comfort. A mannequin lined runway through the store makes every customer feel like a model walking the catwalk making the new store a calming and stylish place to shop.

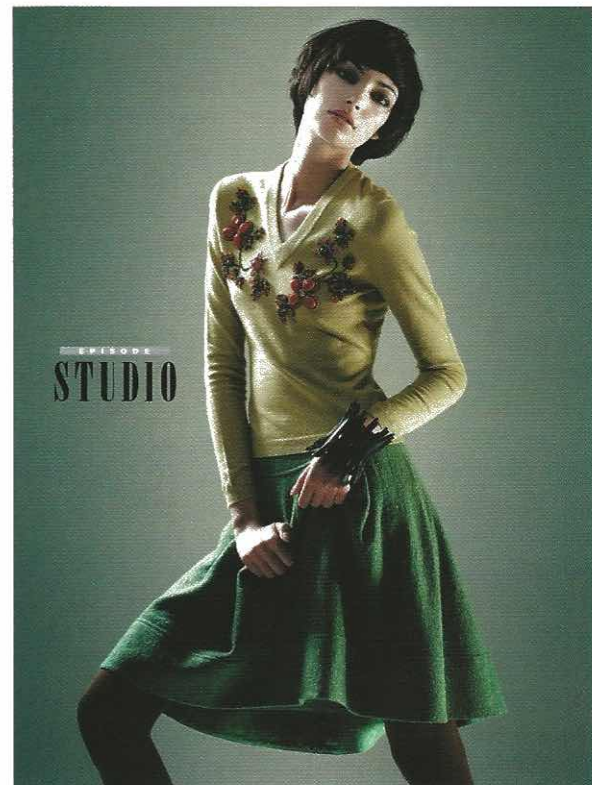
Jessica has added an extra dimension to retail design at the newly renovated Harbour City Jessica store. With an edgy, clean and

oversized mirror adding new dimensions to retail therapy.

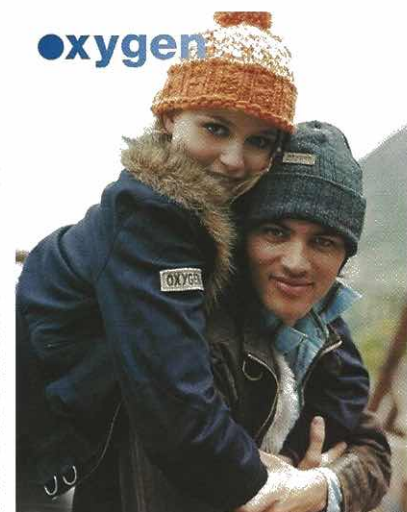
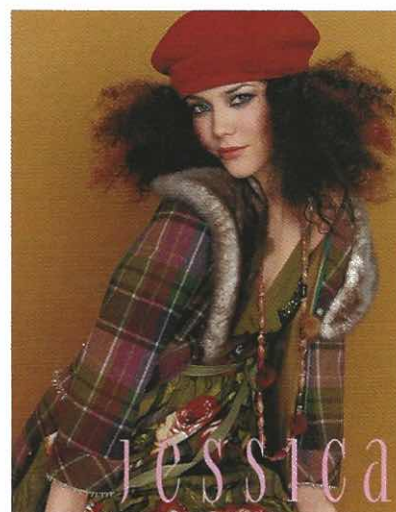
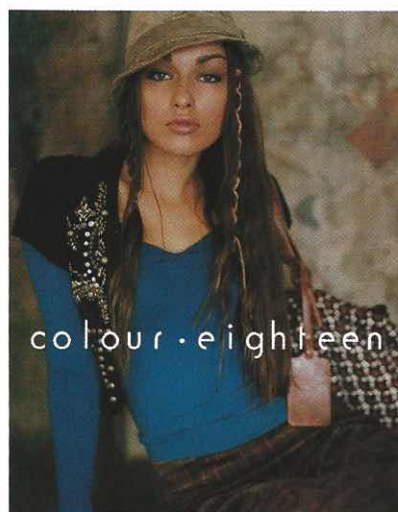
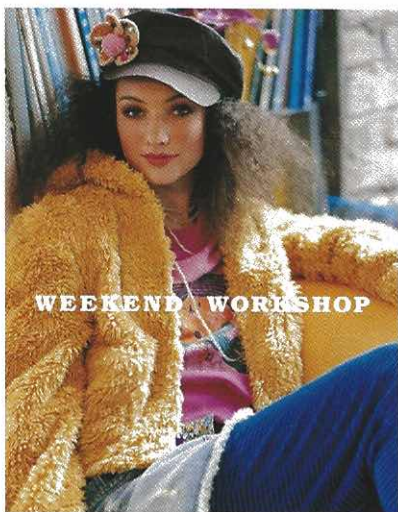
While Episode and Jessica store has renovated in a new interior to give a fresh look to customers in the market, a brand new Episode Studio store has decided to open in October. Episode studio is now operating their business in Asia including China, Taiwan and Thailand. The brand was created for working women whose dressing priority focuses on comfort and flexibility. Simple and relaxed coordination can take a woman from work to play to travel with a simple switch of jacket or sweater. A new store will be opened in October.

PROMOTION

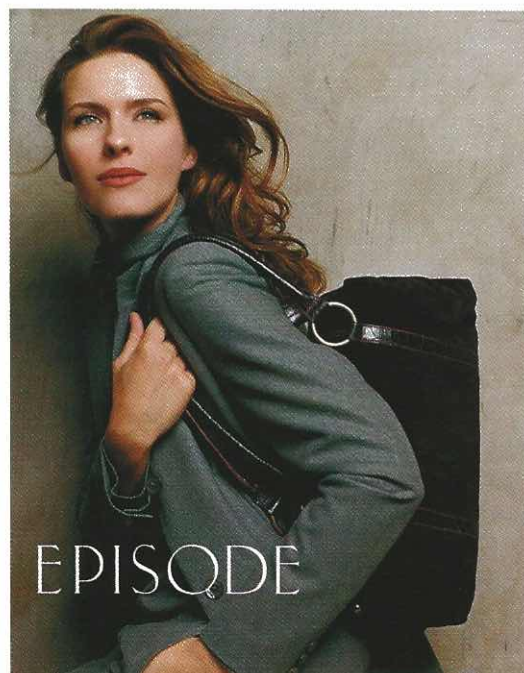
Toppo has long understood the value of a good marketing strategy and has developed an excellent relationship with both the local and international press and media. The company complements this with in-store sales promotions, product and designer features, outdoor media, catalogues, celebrity studded fashion shows and a new and updated website, all of which are custom-designed to promote the business.



position through the recruitment of the best personnel available and continuous improvement



contemporary feel that comprises glass, dark woods and mood lighting creating a warm and soft environment, the new store features blue mannequins to highlight key combinations, glass shelving as individual stages for knits and an



Brand imaging has always been high on the list of Toppo priorities and the company appreciates the importance of creative talents. With this in mind, it has collaborated with production companies in Paris to help develop an international feel to their advertising campaigns. All images are used globally to help maintain and enhance the company’s global presence.

In addition to vertical advertising, Toppo is passionate about giving something back to society and as such has been involved in several campaigns with charities over the years such as the Hong Kong Cancer Fund Joint Promotion – Pink Revolution Campaign.

Toppo recently hit a landmark birthday, and the group gave its customers a special birthday present in 2003. The Toppo 30th Anniversary Promotion spanned the entire range of brands and entitled customers to enjoy special benefits during its birthday month. In addition, customers who were born in 1973 were presented with an extra discount on any purchase from Toppo.

BRAND VALUES

More than just a market leader in high-quality fashion, Toppo has strived to strengthen its

of its design, manufacturing and retailing techniques. As a result, the Toppo brand name has become synonymous with excellent standards of wares combined with a fashionable and ever-changing outlook while never forgetting its traditional values.

Each brand within the Toppo stable represents the quality and philosophy of the brands, and the company’s umbrella guarantees that its wide range of labels reach the exact audience it targets throughout the world. There seems to be no end in sight to Toppo’s runaway – not to mention runaway – success.

THINGS YOU DIDN'T KNOW ABOUT TOPPY

- Much as a woman gets better with age, Toppo has matured into one of the world’s best brands and now houses seven stylish labels
- Between Episode, Episode Essentials, Episode Studio, Jessica, Colour Eighteen, Oxygen and Weekend Workshop, Toppo labels span the entire age range from 15 to 45