

[For Immediate Release]

LILANZ 利郎

China Lilang Announces 2017 Winter Trade Fair Results “LILANZ” Records Low Double-Digit Growth in Total Order Value

(5 June 2017 – Hong Kong) **China Lilang Limited** (“China Lilang” or the “Company”, which together with its subsidiaries known as the “Group”; stock code: 1234) today announces results of the winter trade fair.

The Group’s “LILANZ” brand has recorded low double-digit growth in total order value in its 2017 winter trade fair, which marks the second consecutive season of trade fair order growth and the growth speed has accelerated. Thanks to the control over the fall and winter orders in 2016, while the retail sales of “LILANZ” continued to outperform other industry peers, the channel inventory for fall and winter products is at a healthy level. The distributors’ high confidence in the Group’s products has led to the improvement in trade fair orders. Average selling price by category of the winter products is similar to that of last year. Delivery of the above orders is expected to commence in August 2017.

The 2017 Winter Trade Fairs of “LILANZ” was held in its Jinjiang headquarters. On the theme of “Sense & Action”, the design of the stage of the new product show was inspired by the picturesque scenery of the winter of Changbai Mountain Range in Jilin Province. During the show, models showcased new products of apparel, shoes and accessories as shown in the below pictures.





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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 casual and fashion casual menswear and sells under its “LILANZ” brand across an extensive distribution network, covering 31 provinces, autonomous regions and municipalities in the PRC.

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