



F J BENJAMIN

**F J BENJAMIN SECURES RIGHTS TO RETAIL LUXURY LABEL GOYARD
IN HONG KONG**

SINGAPORE, 10 May 2010 – F J Benjamin, Singapore’s leading fashion and lifestyle group, has secured the rights to retail one of France’s oldest and most highly sought-after luxury brands, Goyard.

An agreement was signed between F J Benjamin and Algo SA to give F J Benjamin rights to retail Goyard in Hong Kong.

Under the agreement, F J Benjamin will first open a 780 square foot Goyard store at the Peninsula Hotel in the first quarter of 2011. The agreement also gives F J Benjamin the rights to open a store in Singapore upon certain conditions being met.

La Maison Goyard, founded in 1853 in Paris, is known to be the oldest trunk maker in existence and is famous for its high-profile clientele, which has included the Royal Court of England, the President of the United States, the Emperor of Russia and the Maharajah of Kapurthala. Other famous clients included Sir Arthur Conan Doyle, John D. Rockefeller, Ceaser Ritz, Pablo Picasso, Madonna and Karl Lagerfeld.

Nash Benjamin, Group CEO of F J Benjamin, said: “We are honoured to represent the Goyard brand in Hong Kong. Those familiar with the luxury market know that Goyard does not open stores everywhere in the world or trust too many outside the company to retail its products. This deliberately narrow channel policy ensures that it retains its premium positioning, and exemplifies the Goyard approach of ensuring that every detail of its product fabrication bears witness to quality and exclusivity.”

Goyard, a brand that eschewed advertising and catwalks for personalised attention as a way to reach customers, was established by Francois Goyard who

began as an apprentice malletier in 1845 at Morel, the most renowned company of its ilk within Paris. After Morel's death in 1853, Francois took over the helm and La Maison Goyard was born.

Under Francois's son, Edmond, La Maison Goyard became 'the' luggage-maker of the international set. As proof of its prestige, aristocratic families would have their Goyard luggage marked with their own coat of arms.

In 1998, Jean-Michel Signoles, an entrepreneur who created French children's clothing brand Chipie, bought over the 150-year old label from descendants of its original founders. He introduced new colors -- such as white, blue and green to brighten Goyard's traditional collection of dark colours.

Goyard is known for its hard-sided trunks and tote bags with its signature hand-painted chevron motif which has been its definitive emblem since 1892. It is also renowned for monogramming its durable, lightweight bags with the initials of their customers upon request. Goyard's waterproof luggage bags are constructed of lightweight poplar and strong birch, with nickel hardware and leather trim. The fabric is made of linen, cotton and hemp woven together, and carefully treated in a painstaking manual process in its workshop at Carcassone, France. The same workshop continues to produce special made-to-order bespoke pieces.

Goyard is located in only 10 other exclusive cities outside its flagship Paris base. They are Beverly Hills, Boston, Kyoto, London, New York, Osaka, San Francisco, Sao Paolo, Seoul and Tokyo.

Goyard customers can look forward to an extensive collection of Goyard bags and accessories at the store in the Peninsula Hotel, which will include precious and exotic skin bags. In addition, events will be held in-store where customers can put in special orders for bespoke trunks designed to personal specification, or have their luggage personalised.

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About F J Benjamin Holdings Ltd (www.fjbenjamin.com) – F J Benjamin Holdings Ltd is a leader in building brands and in developing retail and distribution networks for

international luxury and lifestyle labels across Asia. Its portfolio includes fashion and lifestyle brands like Banana Republic, Celine, Gap, Givenchy, Goyard, Guess, La Senza, Raoul, Sheridan, and timepiece brands such as Bell & Ross, Chronotech, DeWitt, Girard-Perregaux, Guess?, Gc, Marc Ecko, Nautica, Rado and Victorinox Swiss Army. It also has an interest in St James Holdings Ltd.

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