



F J BENJAMIN

GIVENCHY AWARDS F J BENJAMIN EXCLUSIVE DISTRIBUTION RIGHTS FOR SINGAPORE

SINGAPORE, 15 December 2009 – F J Benjamin, Singapore’s leading fashion and lifestyle group, signed today an agreement with Givenchy, part of French luxury giant LVMH Moët Hennessy Louis Vuitton, to become its exclusive distributor and retailer in Singapore.

The long term agreement will see F J Benjamin opening the first store at the Paragon Shopping Centre in the middle of next year. The planned 1,500 sq ft store under the latest Givenchy concept will feature a range of Men’s and Women’s ready-to-wear and accessories.

Givenchy, founded in 1952 by designer Hubert de Givenchy, is an international luxury brand known for its haute couture, ready-to-wear collections for men and women and fashion accessories. Its iconic little black dress became a rage all over the fashion world after Hollywood actress, Audrey Hepburn wore it in the old classic, “Breakfast at Tiffany’s.” Givenchy was bought by the LVMH group in 1988.

Hubert de Givenchy retired in 1995 after forty-three years of fashion design. Since 2005, Riccardo Tisci has been appointed Artistic Director of the women’s haute couture, ready to wear and accessories collections. In 2008, his contract was renewed, expanding to menswear and its accessories. Aristocratic and distinctive, sober and mysteriously sensual, he has tenaciously built a coherent, modern universe at Givenchy, firmly anchored in the company’s illustrious heritage, but determinedly forward-looking.

Nash Benjamin, Group CEO of F J Benjamin, said: “The Givenchy brand is steeped in tradition and embodies French elegance and style. We are excited to be

collaborating with the LVMH Group again. This latest deal underscores their confidence in F J Benjamin's local knowledge and track record.

"With our experience in brand management and the synergies we gain from our large and diverse portfolio, we believe we can develop and build the Givenchy brand in Singapore."

Fabrizio Malverdi, CEO of Givenchy said "We are delighted about this collaboration and are confident of the experience and expertise of F J Benjamin in the luxury retail sector. Givenchy's modernity and French tradition will be successfully developed in Singapore."

F J Benjamin manages another LVMH brand, Celine, for which it is an exclusive distributor and retailer in South East Asia.

-End-

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 Banana Republic, Celine, Gap, Givenchy, Guess, La Senza, Raoul, Sheridan and timepiece brands such as Bell & Ross, Chronotech, Girard-Perregaux, JeanRichard, Marc Ecko, Nautica, Nike, Rado and Victorinox Swiss Army. It also has an interest in St James Holdings Ltd.

For media enquiries, please contact:

Catherine Ong Associates	F J Benjamin Holdings Ltd
Catherine Ong Tel: (65) 6327 6088 Email: cath@catherineong.com	Darrell Chan Tel: (65) 6508 7708 Email: darrell.chan@fjbenjamin.com