

# Zhejiang Semir Garment Co Ltd opens first Hong Kong store (with photo)

Shenzhen-listed multi-brand fashion apparel company Zhejiang Semir Garment Co Ltd announced today (June 22) that it will open its Balabala children's apparel brand's first store in Hong Kong tomorrow (June 23), leveraging the city's international status and its sophisticated retail environment to extend its brand globally.

The new store in Kowloon offers Balabala-branded children's casual wear for all ages. The Deputy General Manager of Semir International Group (HK) Limited, Ms Leeky Li, said that the Hong Kong store will take the company to the world stage given the city's sophisticated retail market and international clientele.

Ms Li said, "Hong Kong is an international and well-developed city offering an ideal platform for us to enter the global market. The retail market here is also very established, which means a lot of convenience for us when we set up and grow from here."

She added, "As our regional office, the Hong Kong branch is also a major bridge and contact point to execute our global expansion plan in terms of acquisition, joint venture and overseas franchising. The city is also a key sourcing centre for our group. Therefore, Hong Kong offers us numerous strategic advantages."

Associate Director-General of Investment Promotion Dr Jimmy Chiang welcomed the opening of Balabala's first store in Hong Kong. He said, "Hong Kong is a top shopping destination for international visitors. It also attracts retailers from around the globe to showcase their brands globally. We look forward to Balabala's continuous expansion in the region via the city."

## About Zhejiang Semir Garment Co Ltd

Founded in 1996 in Wenzhou, Zhejiang Semir Garment Co Ltd is a multi-brand garment company focusing on the business of casual wear and children's wear. With two major brands, Semir and Balabala, the company operates a nationwide sales network with more than 8,600 stores. The company was listed on the Shenzhen Stock Exchange in 2011. For more information, please visit [www.semirbiz.com](http://www.semirbiz.com).

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