

News Release



**GIUSEPPE ZANOTTI DESIGN AND LIFE LUXURY GROUP
ENTER INTO A STRATEGIC JOINT VENTURE
FOR THE GREATER CHINA MARKET**

Hong Kong, 16 April 2016

GIUSEPPE ZANOTTI DESIGN and **LIFE LUXURY GROUP** have entered into a strategic joint venture for accelerating the development of Giuseppe Zanotti Design brand in Greater China.

This strategic partnership will allow GIUSEPPE ZANOTTI DESIGN to fully leverage on the established retail and operational expertise of LIFE LUXURY GROUP, with the objective to continue and bring to new heights the success story of the brand on the Chinese market.

GIUSEPPE ZANOTTI DESIGN entered China for the first time in 2007 following a franchising agreement with LIFE LUXURY GROUP and today the brand boasts about 15 stores in the region: 4 in Hong Kong, 2 in Macau, 3 in Beijing, 3 in Shanghai, 1 in Guangzhou, 1 in Chongqing and 1 about to open in Nanjing.

At the same time this joint venture represents for LIFE LUXURY GROUP the consolidation of the long term relationship with one of the most successful brands in its portfolio of Italian excellences in fashion, footwear and food.

For the entire strategic operation and its implementation **LIFE LUXURY GROUP was advised by PALAZZARI & TURRIES.**

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About LIFE LUXURY GROUP

Headquartered in Hong Kong, Life Luxury Group is specialized in introducing Italian luxury brands into the Greater China market. Working as a bridge between Italian finest artisans and elite class in Greater China region, LIFE's strength rests with brand building through store openings in the most strategic destinations and effective marketing activities.

www.lifeluxurygroup.com

About GIUSEPPE ZANOTTI DESIGN

Known for its unique style, high fashion design and exquisite craftsmanship, Giuseppe Zanotti Design is the eponymous Italian luxury shoe brand under the creative direction of Mr Zanotti. Controlled by Vicini Spa, Giuseppe Zanotti Design was created in the mid 1990's and has rapidly become one of the most sought after luxury brands in the market currently boasting numerous flagship boutiques around the world.

www.giuseppezanottidesign.com

About PALAZZARI & TURRIES

Palazzari & Turries is an M&A advisory boutique firm with offices in Hong Kong, Milan and Paris, originating, structuring and implementing strategic cross-border or cross-cultural strategic transactions.

Palazzari & Turries is backed by its strategic shareholder, Tamburi Investment Partners (TIP), an investment merchant bank listed on the Italian Stock Exchange.

www.palazzari.com

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For more information, please contact:

MS CHERESE OR

Administration Manager

TEL (852) 2525 9500
cherese@palazzari.com

FAX (852) 2905 1318
www.palazzari.com

1105, 11/F REGENT CENTRE, 88 QUEEN'S ROAD CENTRAL,
HONG KONG