

[For immediate distribution]



## Stella Introduces What For to the World's Fashion Capital

\* \* \* \* \*

*Group opens first What For in Paris as part of global rebranding*

*Paris and Hong Kong, December 12, 2013* – Stella International Holdings Limited (“Stella”, or together with its subsidiaries, the “Group”; SEHK: 1836), a leading designer, manufacturer and retailer of quality footwear products, is pleased to announce the opening of its first *What For* store in Europe, located at 15 Rue Vieille du Temple in Paris’ famous Le Marais district.

Created by Stephen Chi, CEO of the Group’s retail business, *What For* is famous throughout China for its modern and urban style and has quickly developed a strong following among China’s contemporary and fashion-forward women. It is the second retail brand introduced by the Group to Europe following the opening of the Group’s first *Stella Luna* store on Paris’ Boulevard Saint-Germain.

The new Paris store will be one of the first locations to feature *What For’s* revamped store layout and design, as well as its new contemporary, affordable and desirable collections. While still continuing to target the younger consumer desiring a modern and stylish look, the new *What For* has the energy and creativity to become a successful, dynamic and respected international fashion footwear brand.

Since opening its first store in Shanghai in 2007, *What For* has rapidly built a global presence, with retail stores in Thailand, Philippines, Lebanon, Kuwait and the United Arab Emirates.

Mr. Stephen Chi said, “We are incredibly pleased to introduce European consumers to more of our unique retail brands following the positive response to the introduction of *Stella Luna* last year. We believe the design and quality of *What For’s* products will leave a strong impression on Europe’s affordable luxury space.”

#####

*For further information, please contact:*

**College Hill**

Matthew Schultz

Tel: +852 3791 2032

Email: [matthew.schultz@collegehill.com](mailto:matthew.schultz@collegehill.com)

Kelly Chen

Tel: +852 3791 2930

Email: [kelly.chen@collegehill.com](mailto:kelly.chen@collegehill.com)

**About Stella International Holdings**

Stella International is a leading developer, manufacturer and retailer of quality footwear products, listed on The Stock Exchange of Hong Kong. It offers a one-stop shop that combines the elements of design, development and manufacturing. Since 1982, it has developed strong working relationships with many of the world's top brand names, including casual and high-fashion brands.

By leveraging its manufacturing expertise, as well as the wide recognition of Stella's products, the Group launched its retail business in China in 2006, under its self-developed *Stella Luna*, *What For* and *JKJY by Stella* brands, and joint-venture brand *Pierre Balmain*.

**About What For**

*What For* provides footwear products that appeal to the younger global contemporary woman who values quality and style. Launched by Stella International in July 2007, *What For* is positioned above high street, while still remaining accessible and affordable.

*Note to photo editors: sample photos are contained in the following page. Full photo files available on request.*



*Exterior of What For store at 15 Rue Vieille du Temple, Paris*



*Interior of new What For store in Paris, featuring revamped layout and logo*