

MRH

SPAROTICA GROUPÉ

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**MRH CAPTIVATES SHANGHAI WITH A STUNNING SS16 FASHION WEEK
PRESENTATION FOR RELIGION, HIP & BONE AND MUUBAA
450 Participants Attended the Shanghai Show and Press Conference**

Shanghai, China - October 13, 2015 - MRH SpaRotica Groupé ("MRH") hosted the Spring/Summer 2016 fashion show "Elevation" to introduce premium fashion brands - Religion, Hip & Bone and Muubaa into Greater China. Approximately 450 participants, including investors, retail franchisees and fashion influencers, attended the show in Xintiandi, Shanghai's most fashionable hub. Prior to the show, MRH hosted a conference where executives from each brand spoke to retail partners about the design concepts and their prospects of the China market.

The fashion show, a great success in itself, generated significant media coverage. Over 250,000 online views of the brand executive interviews were generated on the Tencent and Youku websites within 24 hours. More than 15 international and domestic media participated in the show, as well as the press conference. The social media buzz, on wechat, created by fashion bloggers and audiences, brought Shanghai to a stop.

"We had a great year working with a few brands to define what is possible in building an innovative business with brands that distinctly make emotional connections with the Millennial consumers," said Richard Kisémbó, CEO and president of MRH SpaRotica Groupé: "We couldn't be happier to see the outcome of the show. It's a great moment for MRH as we gain significant traction in the China market."

The brand executives expressed equal excitement about the result of the fashion show. Religion will open 10 stores in Spring/Summer 2016. Hip & Bone and Muubaa will open five store in SS16 respectively.

"It has been such a good night and fantastic evening. The show is amazing and everyone has been working so hard," said Jamie Lloyd, CEO of Religion. Jamie shared equal sentiment with Richard, "This has been three years in the making. To work for three years to figure out a strategy, which means we believe in the brand as much as Jamie believes in the market."

Carlos Fogelman, Founder and CEO of Hip & Bone spoke: "I am happy that we got a great partner in MRH to put together the show. I think the audiences loved the show from the reviews after. We are working harder to make sure that we capitalise on the opportunity. That's the important part."

Georgia Sacks, Brand Director of Muubaa, emphasised on her collaboration with MRH: "We got really good reaction from audiences, the press and also potential investors. I am happy that we can finally break into the China market. We have established a lot of demand from Chinese retail partners. And, with the right team, which is MRH, we will maximise our full potential."

For more information, please visit www.mrhgroupe.com

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about MRH and BRANDS

Shanghai based MRH SpaRotica Groupé (“MRH”) is a visionary of iconoclast and evocative premium fashion brands. We curate and invest in impactful brands our ardent customers lust for through acquisition and licensing and capitalize on their opportunities by financing, managing and developing their growth. Together with its affiliates, MRH owns and operates retail stores, distributes merchandise for franchisees, and operates E-Commerce websites. MRH operates across four distinct sectors: Fashion & Leather Goods, Lingerie & Intimate Goods, Perfume, Body & Cosmetics, and Selective Retailing. Our overall vision is longterm driven, ensuring our operating strategies place consumer experience and the market longevity of each brand first and foremost.

About Religion – Inspired by London’s East End, early 90’s-born Religion, has grown from a blend of anarchic graphics and design-led styling into a full commercial collection. Owning 10 retail stores in the UK, Spain, and Bali. Religion has stockists in Western and Northern Europe, the USA and China. Renowned for it’s dark and deconstructed aesthetic, Religion is defined as unique, unmistakable and by its ‘no fear’ design mission. It attracts a huge celebrity following from Agyness Dean, Rihanna and Rita Ora to Muse front man Matt Bellamy, Labyrinth and Michael Fassbender.

About Hip&Bone – Established in 2012, Hip and Bone has quickly become a staple in the street sportswear clothing and accessories market. With an extensive array of products and lines ranging from clothing, leather accessories, footwear and jewelry. Hip and Bone revives the modern man’s wardrobe with an array of redefined basics. Designed to endure changing tastes and fashions, Hip and Bone fuses luxurious materials with relaxed silhouettes to be enjoyed in an everyday setting.

About Muubaa – Founded in 2007, Muubaa, the London based luxury designer for women's wear, redefines what is possible with leather. Its design philosophy is to create current yet timeless pieces that every woman can make her own everyday. Muubaa embraces the variable nature of leather to turn each piece into a unique and individual icon, like the women who wear it. Discovered by the leaders in fashion retail, Muubaa is now stocked in over twenty countries, including fashion capitals such as London, Paris, New York, Milan and Tokyo. Muubaa now expands to a range of lifestyle from accessories to clothing.

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