



SEPTWOLVES



Septwolves is a tobacco and clothing brand based in Fujian, People's Republic of China. The brand was registered in 1990 in mainland China (for clothing only at that time). It was the subject of a Hong Kong trademark case which divided it between two businesses, as tobacco and the clothes were produced by two unrelated companies, which were state-owned enterprise and civilian-run enterprise respectively.





The tobacco brand, created in 1995[2] is promoted by the Longyan Cigarette Factory under the auspices of the Jinjiang Tobacco Monopoly Bureau, and is used nationwide for cigarettes. Both the corporation and the government department were in fact under the same entity China Tobacco (which shared the same headquarter with State Tobacco Monopoly Administration) as their subsidiary. The Irish journalist Mark Godfrey called it "one of the biggest cigarette makers in the country





THE CLOTHING BUSINESS, STARTED IN 1990 IN JINJIANG, AND IS NOW BASED IN XIAMEN. IN 1992 IT WAS RECOGNIZED AS A 'REPUTABLE BRAND IN FUJIAN', AND THE NEXT YEAR THE TRADEMARK WAS REGISTERED OVERSEAS. IT CLAIMS TO BE "ONE OF THE MOST FAMOUS MEN'S CLOTHING MAKERS IN CHINA AND HAS NOW EXPANDED INTO WOMENSWEAR AND CHILDRENSWEAR. IN 2000, THE GARMENT BUSINESS WAS RESTRUCTURED. IN FEBRUARY 2002, US PRESIDENT GEORGE W. BUSH WAS PRESENTED WITH SAMPLES AS PART OF HIS VISIT TO CHINA.[CITATION NEEDED] THE COMPANY HAS HAD ENDORSEMENT OR SPONSORSHIP DEALS WITH CHYI CHIN AND REAL MADRID. IN 2006, IT WAS RANKED 303RD MOST INFLUENTIAL BRAND IN ASIA. SINCE 6 AUGUST 2004, THE GARMENT BUSINESS HAS BEEN LISTED ON THE SHENZHEN STOCK EXCHANGE AS FUJIAN SEPTWOLVES INDUSTRY CO., LTD.



AS AT 9 NOVEMBER 2016, SEPTWOLVES WAS A CONSTITUENT OF SZSE COMPONENT INDEX BUT NOT IN SZSE 300 INDEX, MAKING THE COMPANY WAS RANKED BETWEEN THE 301ST TO 500TH BY FREE FLOAT ADJUSTED MARKET CAPITALIZATION. FUJIAN SEPTWOLVES GROUP STILL OWNED 34.29% ON SEPTWOLVES INDUSTRY. SEPTWOLVES GROUP WAS OWNED BY ZHOU YONGWEI, ZHOU SHAOXIONG, ZHOU SHAOMING AND CHEN PENGLING. THE GROUP ALSO OPERATES A NUMBER OF ENTERPRISES IN FUJIAN, INCLUDING COMMERCIAL PROPERTY IN QUANZHOU WORTH OVER RMB100 MILLION.





## ENTERPRISE INTRODUCTION

**Septwolves**, founded in 1990, is a leading menswear brand in China. In 2000, Septwolves released its representative product-plaid jacket, which immediately became popular throughout China. From then on Septwolves started to be hailed as the “King of Jacket” and has ranked top in men’s jacket market share for over 15 successive years. Septwolves ‘going public in the SME board of Shenzhen Stock Exchange is also the first step into the capital market for Fujian garment industry. Until 2015 April, the company has reached a total market capitalization of more than 12.4 billion RMB.

As the one of that in “China’s Fortune 100” by Brand Z Award, Septwolves was the pioneer to bring up the brand culture theory within the industry, and has firstly developed a modern enterprise management system, stressing on brand value and promoting various lifestyle. Based on Chinese traditional culture, Septwolves has absorbed Western trendy element into its product design, and has been always committed to promote the mutual combination of traditional culture and modern creative industry.

“Man has multiple facets”, Septwolves has multiple pursuit. Highlighting its international quality and cultural style, Septwolves will keep inheriting the tradition with fashion and representing Chinese fashion industry to the world.



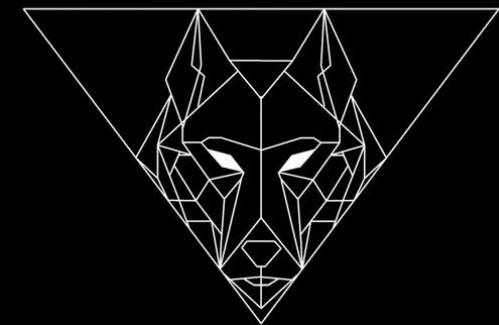
FASHION COLLECTION  
Wolf culture series

## Wolf Totem

Wolf culture series is spetwolves launched in 2015 a new designer series. Designers through the inspiration of the Chinese national culture deconstruction, the perfect presentation of the combination of wolves and art, creating a seven wolves unique brand DNA culture.







FASHION COLLECTION

**Wolf Totem**  
**2017 SS**





## DESIGNER



### Colin Jiang

After graduating from the Hong Kong Institute of Design, Colin Jiang went to New York and Paris to live, but in the end he chose Milan, in Marangoni Institute completed a master's training, the final he chose in Milan set up his own studio, Milan became His home and he designed a persistent source of stimulation. After training in Roberto Cavalli and Frankie Morello and other international brands as designers, in the art of perseverance, in Milan has set up two brands - Colin.J and ANGE WOLF. His brand mainly in the major European buyers shop sales, 2013, selected in Milan Corso Como area opened the world's first flagship store. In 2014 he founded the Milan tide brand WOLF TOTEM to the world to express a unique concept of totem, become the darling of the Milan fashion industry. 2015 he led seven wolves on behalf of the national brand of Chinese clothing debut Milan Expo China Enterprise Joint Pavilion. And invited the Milan Fashion Week, became the first to climb the top of the fashion industry, the Chinese men's clothing.



**EVENTS:**

**Wolf Totem**

MILAN  
FASHION SHOW  
2016 SS



2016SS  
THAI WOLF COLLECTION



**EVENTS:**

**Wolf Totem**

MILAN  
FASHION SHOW  
2017 SS





## EVENTS:

SeptWolves

Expo Milan 2015



June 18, 2015, Septwolves, as the representative brand of Chinese menswear, debut in China Corporate Pavilion on Expo Milan 2015. The brand's exhibition was of its 25 years development history which also showed Septowlves' pioneering and innovating role in Chinese fashion industry. The Opening Ceremony of Septwolves 25th Anniversary Culture Week was successfully held under the witness of many distinguish guests such as Italian government officers, celebrities and nationwide Italian press.

In the past 25 years, Septwolves has always been carrying forward the oriental culture to the world and also striving to extend the Chinese fashion influence worldwide. Over the years, Septowolves keeps exploring every developing possibility in various fields, and persist in its diversified development idea based on its apparel manufacturing background. Thereby the brand has created a distinctive brand style of its own.







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