

北京顺美服装股份有限公司公示信息要素

20 世纪 80 年代，因为一套笔挺出众的西服，即将走出国门的天之骄子那潇洒身影永远定格在人们的记忆中。20 世纪 90 年代，因为一套优雅合体的西服，无数中国家庭的婚礼变成一生都值得回味的骄傲。这是顺美西服的故事，也许就是你的故事。

1990 年，中国体育代表团身穿顺美礼服，在第十一届亚运会上闪亮登场。1993 年，顺美礼服陪伴中国申奥成员，奔赴蒙特卡罗城申奥。2008 年北京奥运会开幕式上，又是顺美，让北京奥组委成员们在全世界面前神采飞扬。顺美不仅出现在让国人铭记于心的经典时刻，更是华人名人政要的一致选择。新加坡第一任和第二任总理李光耀、吴作栋，总统纳丹无一不曾拥有过属于自己的顺美西服。这是一段属于华人的西服传奇，也将成为我们世代传承的西服情结。

源自欧洲的优雅设计，经过顺美专家们的精心打造之后，不仅更加符合亚洲男士的体型，更最大程度地彰显亚洲男士成熟内敛的气质。二十多年来，顺美推出的每一款西服都值得珍藏，不论面料、款式亦或工艺，一针一线都经得起岁月的打磨。2006 年，公司推出了罗马品牌，为商务男士提供休闲成衣和高档定制服务。2012 年，顺美旗下时尚西服品牌 option 诞生，受到年轻时尚男士的欢迎。20 余年风云变幻，顺美始终是中国西服行业领袖，不仅是北京第一家拥有“中国驰名商标”的服装企业，还是中国最大的西装生产基地之一。

成熟稳重、永恒优雅。顺美，赋予男人全新的一面，为世界华人演绎人生每个经典时刻。

Young, educated elites dressed in neatly tailored suits, poised to make their mark on the world stage— such is the enduring image of Chinese menswear in the 1980s. Fast forward to the 1990s , these impeccable suits are staple apparels of wedding ceremonies common everywhere, playing a definitive role in the creation of lifetime memories. This is the story of Smart Garments, and it can be yours too. In 1990, the Chinese team made their appearance at the 11th Asian Games dressed in Smart Garments suits. At the opening ceremony of the Beijing Olympic Games in 2008, members of the Beijing Olympic Committee donned Smart Garments suits, captivating the world with their high spirits. Smart Garments also tailored exquisite suits for other high-profile dignitaries including Mr. Lee Kuan Yew (Singapore’s founding Prime Minister), Mr. Goh Chok Tong (Singapore’s 2nd Prime Minister) and Mr. SR Nathan (Singapore’s former president) . Steeped in heritage and traditions, the story of Smart Garments is one that Chinese take great pride in, one that has been passed on from generation to generation. Elegant European-inspired designs are expertly crafted by Smart Garments into suits with the ideal fit for Asian men, enhancing their stature and confidence. After more than two decades, every collection from Smart Garments is worth keeping as its fabric, style and craftsmanship have withstood the test of time. In 2006, Smart Garments introduced the Roma brand, providing business leisure suits and upscale bespoke tailoring for men. In 2012, Smart Garments gave birth to the fashionable and trendy Option brand, which quickly gained popularity with the younger set. After 20 years of overcoming various challenges, Smart Garments still remains as China leading men’s suits apparel brand. It is not only Beijing's first garment manufacturer to have achieved the "China well-known trademark" recognition, it is also the perennial leader in its industry. Smart Garments, profiling a smart image for men, creating lifetime memories.

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