

**SHANGHAI LA CHAPELLE FASHION COMPANY LTD:  
THIS COMPANY'S 36-MONTH, TRACK-RECORD  
IS SOMETHING TO WRITE HOME TO MOM**

One has to believe every word that has been published in the Global Offering Prospectus of Shanghai La Chapelle Fashion Company Ltd () (Code: 6116, Main Board, The Stock Exchange of Hongkong Ltd).

Because a company's prospectus is deemed to be a hand-on-the-heart declaration, it must be honest and factual, from cover to cover, among other things.

In the case of Shanghai La Chapelle, how many companies can boast of an increase in the Net Profits Attributable to Shareholders in the neighborhood of 220 percent in the course of just 36 months?

In addition, how many companies can boast of having its Turnover rise from about 1.86 billion renminbi to 6.23 billion renminbi, that is about 235 percent, within those same, 36 months?

And this Company is only 13 years old!

Shanghai La Chapelle is not a hi-tech company. It is not a manufacturer of anything, actually, other than hype and public relations.

It is a company that is selling readymade garments to the mass market of consumers of the People's Republic of China (PRC).

The mass marketplace of consumers of the PRC is where the competition is as cutthroat as one might like to imagine.

Shanghai La Chapelle published and disseminated its Global Offering Prospectus on September 24, 2014, when it made an Offering of 121,579,000 'H' Shares of a Nominal Value Per Share of one renminbi at the Indicative Offer Price Per Share, ranging from a low of \$HK13.98 to a high of \$HK18.20.

Of the total number of shares on Offer, investors of the Hongkong Special Administrative Region (HKSAR) of the PRC were Offered 12,158,000 Shares with 109,421,000 Shares, Offered to International Investors.

This Wednesday (October 8), if all goes well, the Company will announce, officially, the Offer Price that has been determined.

Management makes no bones about its core activities, stating that it is in the business of designing, marketing and selling apparel products in the PRC, with a focus on the mass-market of ladies' casualwear.

Page One of the Global Offering Prospectus goes on to state:

*'We strive to offer customers the latest fashions at competitive prices through a wide range of apparel products ...'*

**The Initial Public Offering (IPO)**

On the assumption that the Offer Price Per Share is struck at \$HK16.09, being the midpoint of the Indicative Offer Price, Management expects to be able to net about \$HK1,855.20 million.

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