

Top Form Introduces New Corporate Image: “Creating Value • Innovating Solutions”

10 November 2022

New Corporate Image conveys Top Form’s vision of being a leading international apparel partner, from ideation to delivery, driven by innovation and insights, and built upon sustainable forward-thinking operations.

Top Form International Limited (Stock Code: 0333) announced the official launch of its refreshed corporate identity and first Corporate Image Campaign, signifying a new chapter of growth for the entire organization, with effect from 7 October 2022.



An internal event was hosted to celebrate the official launch of Top Form’s New Corporate Image

To celebrate the official launch of Top Form’s New Corporate Image, an internal event was hosted by the Re-Energize Project Team at our Hong Kong Headquarters on 4 November 2022. Our other locations in China and rest of Asia also shared the joy through virtual meet-up.



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Mr. Wong Kai Chung, Kevin, Chief Executive Officer, speaking at the event

Speaking at the event, Mr. Wong Kai Chung, Kevin, our Chief Executive Officer said, “Our aspirations are to create values for everyone we are in contact with, whether it makes people’s lives better, whether it makes their sales better, whether it gives them better product; they all benefit from what Top Form makes.”

In this very first Corporate Image Campaign, Top Form created a new tagline for communication – “Creating Value · Innovating Solutions” to demonstrate its commitment to creating value with a holistic value-chain mindset, and making Top Form the trusted and resilient partner to all stakeholders even against operating volatility and business cycles. Top Form wishes to reflect the Company’s commitment of being a progressive, inclusive and vibrant organization that embraces change, while respecting our strong heritage as a set of guiding principles.

Visually, Top Form has carefully chosen two contrasting primary colors – yellow and blue – in its new corporate image; while blue represents strength and confidence of the Company supported by our strong heritage, yellow represents an energized group of people and optimism towards the future.



Top Form new logo

Our Managing Director, Mr. Wong Kai Chi, Kenneth believed that the refreshed Corporate look can create a motivation for everyone in the organization, and set a clearer direction on how to take care of each of our colleagues and our customers and our family.

A streamlined digital experience at Top Form’s new corporate website (www.topform.group) and LinkedIn Profile are now available to showcase the Company's portfolio of products and services.



Mr. Wong Kai Chi, Kenneth, Managing Director, speaking at the event

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