

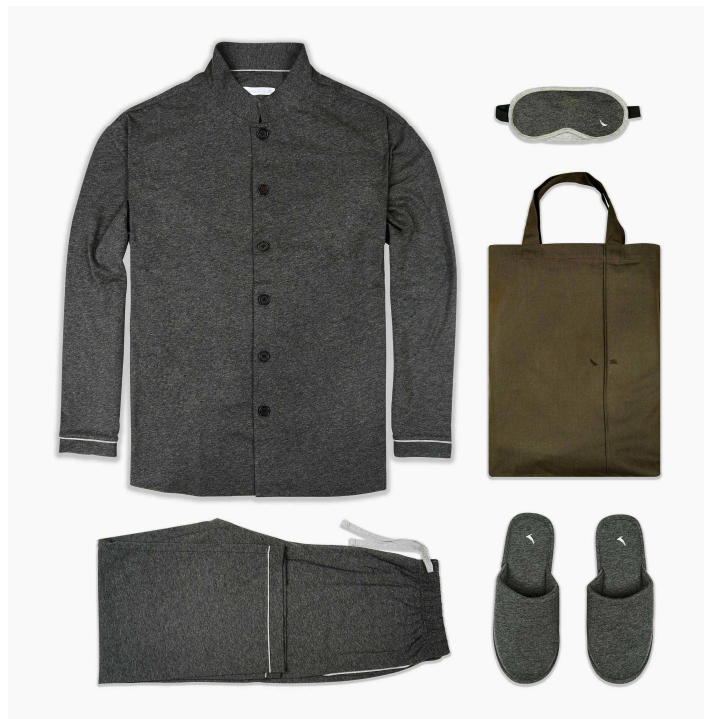


FOR IMMEDIATE RELEASE

PYE IN THE SKY

Cathay Pacific First Class Sleep Suit
Exclusively Tailored by PYE

Hong Kong (July 26, 2013) – Premium cotton and shirt specialist, PYE, is proud to be selected by Cathay Pacific to create their new First Class Sleep Suit. Launching on July 27th, 2013, in the refreshed First Class Cabin, the new sleep suit will roll out into all First Class flights progressively.



“Having been selected by Cathay Pacific to be a part of their First Class experience is truly an honour. Our two organizations share many values and ideals, and we incorporated these into the garment. I hope that flyers will take the new sleep suit home as an extension of their gracious experience in the air and as a reminder of the dynamism and excitement of Hong Kong,” said Dee Poon, Managing Director and Chief Brand Officer of PYE.

PYE approached the design of the sleep suit with the goal of creating a garment that would enrich the flying experience through its unparalleled style, comfort, and quality. The sleep top features a double-sided collar based on the Zhongshan Zhuang, the mandarin collar suit popularized by Sun Yat-Sen. The sleep top can be worn either up in the Chinese mandarin collar fashion, or down in a classic Western pyjama style – an east-meets-west twist.

Made in a 100% organic cotton, the sleep suit comes in a range of contemporary combinations in both solid colours and heathers that change with the season, forming parts of a collectible set comprised of six variations a year. Contrasting trims along the inner collar, the cuffs, and the pant pockets add a refined touch to the garment, and a single button sewn with a bright red thread is the subtle signature for this special co-branded garment.

Matching slippers and an eye mask have also been updated to complete the sleep suit set, and for the convenience of the First Class passenger, the sleep suit and its accessories are packaged in a variation of PYE's signature tote bag.

"We aimed to produce a stylish and comfortable garment that would delight the discerning First Class customer. It's fantastic that Cathay Pacific wanted to share our sustainable message through the selection of a 100% organic cotton, and I think the styling of the sleep suit is both chic and subtle – a real take on the contemporary Chinese spirit" said Ms. Poon.

Embedded in this premium knit garment are values shared by both Cathay Pacific and PYE. While Cathay Pacific is constantly working on opportunities to offer more sustainable products of high quality inflight, PYE's wholly-owned vertical supply chain is an assurance that the most advanced and sustainable production methods are implemented. Each garment is made with care towards the environment and with the highest ethical standards. PYE firmly believes that luxury and responsibility go hand in hand.

About PYE

Since 1984, PYE has been on a quest for the perfect dress shirt. With a team that stretches from cotton growers to engineers, every step of the fabric and shirt making process receives rigorous attention to detail so as to engineer the ultimate product.

PYE prides itself on designing the perfect shirt by using only the highest quality Extra Long Staple cotton from the Xinjiang region of China. To guarantee a look of sophistication, PYE offers refined fits and cuts with different fabrics and styles, polished with patented and time tested making methods, and contemporary styling details.

A combination of the Chinese word “派” and the greek letter “π,” PYE is situated in the contemporary Chinese context, with an inspirational and impactful vision of the future delivered through its superior and thoughtful products.

PYE, like π, is a never-ending path. For more information, please visit www.pye.com.hk.

About Cathay Pacific

Cathay Pacific Airways is a Hong Kong-based airline offering scheduled passenger and cargo services to more than 170 destinations in Asia, North America, Australia, Europe and Africa, using a fleet of 136 wide-body aircraft. Cathay Pacific is a member of the Swire group and has made substantial investments to develop Hong Kong as one of the world's leading global transportation hubs. The airline is a founder member of the **oneworld** global alliance.

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