



## **The First Sa Sa Lifestyle Concept Store in Asia in Causeway Bay Held Official Grand Opening Ceremony**

(12 September 2013 – HONG KONG) **Sa Sa International Holdings Limited** (“Sa Sa” or the “Group”, stock code: 0178), Asia’s leading cosmetics retailing group, held an official grand opening ceremony at its first-ever lifestyle concept store in Asia, Sa Sa Supreme, which is situated in the heart of Causeway Bay.

Sa Sa hosted a grand opening ceremony at Sa Sa Supreme, the first lifestyle concept store in Asia unveiled at Leighton Centre of Causeway Bay in early August. The event was well-attended with the presence of Sa Sa’s Dr, Simon Kwok, *BBS, JP*, Chairman & CEO, Dr. Eleanor Kwok, *BBS*, Vice-Chairman, and well-known celebrities in the city.

Sa Sa Supreme is located at Leighton Centre, Causeway Bay, and stretches across two storeys of approximately 20,000 square feet. Beauty, styling and catering services all converge at this luxury-leisure hot spot. Sa Sa Supreme is a brand new lifestyle concept store that will help further establish the corporate brand, while providing customers with more value-added services. The partnership with world-renowned brands through franchising signifies a breakthrough in cooperation. The collaboration among the Group, international brands and the new landlord is a win-win situation for all three parties in an effort to reach a diversified customer base and bring upon new business opportunities.

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The event was opened by a ribbon cutting ceremony. Dr. Simon Kwok, Dr. Eleanor Kwok, and celebrity guests Mrs. Christina Lee, Ms. Irene Lee, Chairman of Hysan Development Company Limited, as well as popular artists Francis Ng, Fala Chen, Kate Tsui and Chrissie Chau officiated the grand opening.



Dr. Simon Kwok and Dr. Eleanor Kwok hosted the Eye-dotting Ceremony with brand representatives. From left to right: Ms. Asmi Chan, Estée Lauder (H.K.) Ltd. – Bobbi Brown Brand General Manager, Ms. Jennifer Liu, Founder and Chairman of caffe HABITU, Dr. Eleanor Kwok, Dr. Simon Kwok, Mr. Steven Lau, President of Eternal Optical & Perfumery (Far East) Ltd., and Mr. Andy Wong, Director of Leighton Aveda Concept Salon.

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Dr. Simon Kwok and Dr. Eleanor Kwok presented Sa Sa Supreme VIP cards to celebrity guests Francis Ng and Fala Chen.

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