



“Sa Sa Ladies' Purse Day” 2022

***Sa Sa and The Hong Kong Jockey Club grandly present
the city's most captivating social calendar event
“Celebrating the Beauty of all Women with Positive Vibes”***

(6 November 2022 – Hong Kong) Asia's leading cosmetics retailing group, Sa Sa International Holdings Limited ("Sa Sa" or "the Group"; stock code: 0178), and The Hong Kong Jockey Club ("HKJC") today hosted the grand occasion of the annual “Sa Sa Ladies' Purse Day” at Sha Tin Racecourse. Dr. Simon Kwok, *SBS, JP*, Chairman and CEO of Sa Sa International Holdings Limited, Dr. Eleanor Kwok, *BBS, JP*, Vice-Chairman of Sa Sa International Holdings Limited, Mr. Michael Lee, *JP*, Chairman and Mr. Winfried Engelbrecht-Bresges, *GBS, JP*, Chief Executive Officer of The Hong Kong Jockey Club were in attendance to support this historic and prestigious annual event.

Rejoicing in the sophistication of ladies' fashion and extravagance, Sa Sa invited celebrities and socialites from entertainment, business and horseracing circles to join in the race day celebrations. These included Mr. & Mrs. Edward Leong, Mr. & Mrs. Stephen Ip, Dr. & Mrs. Jimmy Tang, Mr. & Mrs. Shek Lai-him, Mr. & Mrs. Matthew Lam, Dr. & Mrs. Eric Cheng, Mrs. Nina Lam Lee Yuen Bing, Mr. Eric Tsang, Mr. & Mrs. Pak-Cheung Chan, Mr. & Mrs Lee Shing Chak, Ms. Heidi Chu, Ms. Sarah Song, Ms. Janet Ma, Ms. Kayla Wong, Ms. Irisa Wong among other VIP attendees.

“Sa Sa Ladies' Purse Day” 2022 Celebrates the Beauty of all Women with Positive Vibes

At the event, Dr. Simon Kwok, *SBS, JP*, Chairman and CEO of Sa Sa International Holdings Limited, said, “This is the 18th anniversary of Sa Sa Ladies's Purse Day, I am delighted to see you all here. I would like to thank the Hong Kong Jockey Club for its continuous support, as with our efforts, Sa Sa Ladies' Purse Day has been successfully elevated into becoming a very prominent and popular annual event that is internationally renowned.”

Dr. Simon Kwok also emphasized that “Sa Sa Ladies's Purse Day has always been based on the theme of "beauty", and I wish that this heritage will be passed on from generation to generation.”



Besides its revered series of off-course activities, there were 10 exciting races held on the day, including the headlining “Sa Sa Ladies Purse” Handicap. After the race, representatives from Sa Sa and Hong Kong Jockey Club, Ambassador of “Sa Sa Ladies’ Purse Day 2022” and Miss Hong Kong 2022, joined the winner of the race and toast to celebrate another successful Sa Sa Ladies’ Purse Day.

Besides the thrills of the turf-top sporting action, guests have showed themselves to be highly dedicated to this one-day arena of high fashion for which the event is so renowned. Chic looks were carried off with ease and many extravagant styles were worn, in pursuit of achieving the most glamorous hat and other attire, for the Sa Sa Best Dressed Award and Best Hat Award.

Fun and festivities at Sa Sa Ladies’ Purse Day with a Limited Edition Brooch for Participants

Along with the feature race, today’s other races were also named after Sa Sa’s popular international brands. These included the L’ORÉAL PARiS Handicap, GRACE ONE Handicap, KATE TOKYO Handicap, CANMAKE TOKYO Handicap, Eleanor Handicap, AHAVA Handicap, SUISSE PROGRAMME Handicap, La Estephe Handicap and Neogence Handicap.

To ensure guests ended the day with great take-home memories, they received a limited-edition brooch to mark the continuing significance of the event. This beautiful memorial brooch included a simple yet graceful horse figure in rose gold and pink, representing the chic and elegant vibe that “Sa Sa Ladies’ Purse Day” stands for.

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Sasa
Ladies' Purse Day
莎莎婦女銀袋日

