

[For Immediate Release]



## Sa Sa Returns to Singapore with the Opening of its First Store at Jurong Point

(7 December 2023 – Singapore) – [Sa Sa International Holdings Limited \("Sa Sa" or the "Group", stock code: 0178.hk\)](#), a one-stop beauty product specialty platform in Asia, today proudly announced its re-presence in Singapore, marking a significant milestone with the opening of its first store at Jurong Point. This momentous occasion signifies more than a relaunch; it underscores the brand's unwavering commitment to elevating the beauty landscape to greater heights in the Lion City.

Sa Sa is set to unveil an enticing array of exclusive beauty products in Singapore, cementing its status as the ultimate destination for beauty enthusiasts. Committed to presenting a thoughtfully curated selection of both locally grown and new-to-market products, customers can anticipate cult favourite brands like **Suisse Programme**, **Cyber Colours**, **Collistar** and **Tous Fragrance**. The brand also remains resolute in staying attuned to the latest beauty trends, as exemplified by the introduction of **Suiskin**, a renowned Korean skincare line celebrated for its excellence in the beauty industry. With this relaunch, Sa Sa believes it will help unlock new opportunities and fortify its growth plans while reaffirming its vision of being the leading player in beauty.

Sharing his enthusiasm on Sa Sa's return, **Mr Danny Ho, Executive Director & CFO at Sa Sa International Holdings Limited**, shared, "The opening of our Jurong Point outlet is a moment of great anticipation for us. We are thrilled to witness the relaunch as we continue expanding our presence and making top-tier beauty products accessible to our loyal customers in Singapore."

"Our choice of Jurong Point is not limited to a single store; it's a strategic move to pave the way for more store openings in Singapore. We envision an expansion plan beyond the West, with Jurong Point being the first step towards realising this vision. In the near future, Sa Sa is excited to bring its offerings closer to even more customers, with new stores slated to open in Tampines 1 and Westgate," he continued.

Adding to this, **Ms Lisa Soon, Regional General Manager of Sa Sa** said, "Our re-presence in Singapore is a testament to our enduring commitment to our clients and to complement our existing online presence in Singapore and Southeast Asia Market. We're happy to be back and fully aware of the trust our customers have shown us over the years. We have previously built a loyal customer base across the country and intend to come back bigger and better, advancing on the success we have achieved."

## **Elevating your self-care routine with Sa Sa**

Sa Sa's newest contemporary retail space at Jurong Point spans an expansive 882.64 square feet, seamlessly blending modern aesthetics with practical functionality to offer a world-class shopping experience for beauty aficionados. The ultimate goal is to create an engaging atmosphere that entices customers to explore a curated selection of top-tier beauty products, all within a welcoming environment.

With a brand ethos revolving around inclusivity and innovation, Sa Sa ensures that customers not only have access to the finest beauty products but also share the values of embracing diversity and staying at the forefront of industry trends.

In addition to its in-store initiatives, Sa Sa is actively expanding its online presence to reach a broader customer base. Fans can explore the brand's extensive product range, access product information, and conveniently purchase through e-commerce platforms such as [Shopee](#) and [Lazada](#).

In the year of 2024, the brand envisions further expansions across the island, with upcoming store openings for Tampines 1 and Westgate. These plans aim to provide enhanced convenience and accessibility to a wider range of demographics, underlining Sa Sa's steadfast commitment to Singapore as a pivotal and thriving regional market.

## **Celebrate beauty and receive rewards with Sa Sa's exclusive loyalty program**

To express appreciation for their valued customers, the Singaporean market can look forward to a loyalty program designed to reward patrons. Customers will receive a complimentary lifetime membership by enrolling as a PINK Member. Fans of the brand can also choose to elevate their membership to VIP - VIPINK status with terms and conditions applied. Sa Sa's members will enjoy benefits like exclusive discounts, special birthday deals etc.

Sa Sa is open daily at Jurong Point, 1 Jurong West Central 2, JP1#01-07/08 Jurong Point Shopping Centre, Singapore 648886, from 10 am to 10 pm.

Stay updated with Sa Sa's latest updates and promotions by following us on Instagram [@sasasingapore](#) or Facebook [@SGSasa](#).

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Mr Danny Ho, Executive Director and CFO of Sa Sa (middle) and Ms Lisa Soon, Regional General Manager of Sa Sa (2<sup>nd</sup> from right) and honourable guests officiated at the store opening ceremony.