



The "Sa Sa Ladies' Purse Day" Captivates in a Grand Celebration
Sa Sa and The Hong Kong Jockey Club Jointly host the City's "Most Beautiful" Fashion Event
Fashion and Horse Racing Intertwined, Interpreting Aesthetics from Multiple Perspectives

(9 November 2025 – Hong Kong) Co-organised by Sa Sa International Holdings Limited ("Sa Sa" or "the Group": stock code: 0178), the leading beauty product retailing group in Asia, and The Hong Kong Jockey Club ("HKJC"), "Sa Sa Ladies' Purse Day" was grandly held today 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; Mrs. Melody Kwok-Chan, MH, JP, Executive Director of Sa Sa International Holdings Limited; Ms. Kitty Kwok, Executive Director of Sa Sa International Holdings Limited; Mr. Lester Huang, SBS, JP, Deputy Chairman, Mr. Winfried Engelbrecht-Bresges, Chief Executive Officer, Mr. Andrew Harding, Executive Director, Racing and Ms. Terecina Kwong Executive Director, Membership and Customer Excellence of The Hong Kong Jockey Club; and Ms. Samantha Ko, Ambassador for "Sa Sa Ladies' Purse Day," were present to support the event and witness this annual racing spectacle.

Distinguished guests from the political, business and entertainment sectors, along with elite members of the horse racing community, attended in elegant attire to support this prestigious event. They included

Mr. Davis Chan, Mr. Patrick Kwok Ho-chuen, Ms. Yuki Kong Yuk-ki, Mrs. Regina Leung Tong Ching-yee, Dr. the Hon. & Mrs. Edward Leong Che-hung, Ms. Leonie Ki Man-fung, Dr. Albert Yeung Sau-shing, Mr. & Mrs. Wilson Pong Wai Sun, Dr. & Mrs. Allen Shi Lop-tak, Mr. & Mrs. William Louey Lai-kuen, Mr. & Mrs. Matthew Lam Kin-hong, Mr. & Mrs. Tommy Cheung Yu-yan, Mr. & Mrs. Kong Tak-ho, Dr. & Mrs. Dennis Sun Tai-lun, Mr. Abraham Shek Lai-him, Mr. Arnaldo Ho Yau-heng, Mr. & Mrs. James Lee Shing-chak, Mr. Eric Tsang Chi-wai, Mr. & Mrs. Natalis Chan Pak-cheung, Mr. & Mrs. Ho Lai -chuen, Ms. Virginia Lok Yee-ling, Mr. Carlos Chan Ka-lok, Ms. Angela Hui Ching-Wan, Ms. Macy Ma Si-hui, Ms. Jeannie Ng Ka-yan, Ms. Jacky Cai-jie, Ms. Calista Lam Tsz-Huen, Ms. Linna Huynh, Ms. Jaime Cheung, Ms. Georgina Chan, Ms. Kay Lee, Ms. Stacey Devina Chan, Ms. Angela Stanton, Ms. Jane Yuen Wen-jing and Ms. Victoria Lee.

Art and Entertainment Interactions at "Sa Sa Ladies' Purse Day" Showcase the Diverse Dimensions of Beauty and Fashion

Dr. Simon Kwok, SBS, JP, Chairman and CEO of Sa Sa International Holdings Limited, expressed in his speech at the event, "The Sa Sa Ladies' Purse Day is the most dazzling fashion event in Hong Kong's horse racing calendar and a highly sought-after experience for tourists. Sa Sa is committed to supporting this



city's most glamorous occasion, ensuring visitors leave with wonderful memories and enjoy a delightful experience, thereby contributing to the prosperity of the Hong Kong market. As a long-standing trendsetter, Sa Sa is excited to integrate beauty and technology this year by introducing an AI beauty to recommend themed makeup looks for the SaSa Ladies' Purse Day. Additionally, attendees will have the opportunity to engage in on-site photo experiences, ensuring everyone a joyful and unforgettable day."

This year, the event showcased 10 exhilarating races, culminating in the highly anticipated Race 7 – the "Sa Sa Ladies' Purse Handicap." Following this thrilling competition, representatives from Sa Sa and The Hong Kong Jockey Club, along with Samantha Ko, the Event Ambassador for "Sa Sa Ladies' Purse Day 2025," gathered on stage with the winning horse owner and jockey to raise a toast, celebrating the successful execution of "Sa Sa Ladies' Purse Day." Adorned in an elegant pink ensemble, Samantha not only cheered enthusiastically for the horses but also graciously shared fashion styling and beauty tips with the guests, embodying the charm and sophistication of her role.

To further enhance a perfect fusion of fashion and horse racing, Sa Sa organised a series of spectacular entertainment sessions. The festivities kicked off with a captivating performance by popular singer-songwriter Chau Yan Ting (YT), who performed for the first time at the Sha Tin Racecourse, dazzling the audience with four songs that showcased his versatile artistry. Concurrently, Sa Sa collaborated with the Hong Kong Design Institute (HKDI) to present a stunning fashion show, featuring meticulously crafted designs by graduates of the Higher Diploma in Fashion Image Design program. This showcase offered a rich interpretation of the multifaceted beauty of women, extending a unique aesthetic perspective in line with this year's event theme.

The Legend of Fashion and Beauty Endures; Guests receive "Limited Edition Souvenir Brooch" upon Entry

In addition to the Sa Sa Ladies' Purse Handicap, today's event at Sha Tin Racecourse featured a series of races named after renowned international brands available at Sa Sa stores, including the L'ORÉAL PARIS Handicap, the GRACE ONE Handicap, the KATE TOKYO Handicap, the LA ESTEPHE Handicap, the CANMAKE TOKYO Handicap, the SUISSE PROGRAMME Handicap, the ELIZABETH ARDEN Handicap, the NEOGENCE Handicap, and the SANTA MONICA Handicap.

To ensure that every guest can treasure the memorable experience of "Sa Sa Ladies' Purse Day", all attendees received a limited edition souvenir brooch. This year's brooch features an elegant avant-garde design, showcasing the iconic horse outline in a minimalist style that highlights fine details, further



enhanced by crystal embellishments for a touch of nobility, and perfectly complementing the "Race in Style" theme.

Continuing the tradition from previous years, Sa Sa hosted the "Best Dressed Award" and "Best Hat Award", inviting guests to immerse themselves in the annual spectacle by arriving in elaborate pink-themed attire. This year, "Sa Sa Ladies' Purse Day" collaborated with renowned local milliner Phoebe Leung, who designed a fashionable hat for Event Ambassador Samantha Ko, as well as bespoke hats for Dr. Eleanor Kwok, BBS, JP, Vice-Chairman of Sa Sa International Holdings Limited, and Mrs. Melody Kwok-Chan, MH, JP, Executive Director of Sa Sa International Holdings Limited, perfectly embodying this year's theme.

In addition to the exhilarating races, the organisers curated a series of engaging activities that transformed Sha Tin Racecourse into a vibrant "Pink Party Venue." Among the highlights were the "#SSLPD Photo Studio" and the "Sa Sa Beauty Bazaar," which provided delightful experiences throughout the race day, so that all attendees departed with unforgettable, graceful memories.

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