

Three decades have seemingly flown by since JOYCE first opened its doors in Hong Kong – in terms of fashion and decorative currents, a decidedly different city in the early 1970s. We are proud of the unique contribution which JOYCE, guided by the unfailing vision of Joyce Ma, has made to the development of local and regional sensibilities over the past thirty years and our role in shaping one of the world’s leading retail capitals. With the support of our shareholders, employees and partners, we remain committed to building on these accomplishments.

We are flowing through as fluidly as drips of water.





No matter how adverse, we are still standing tall.

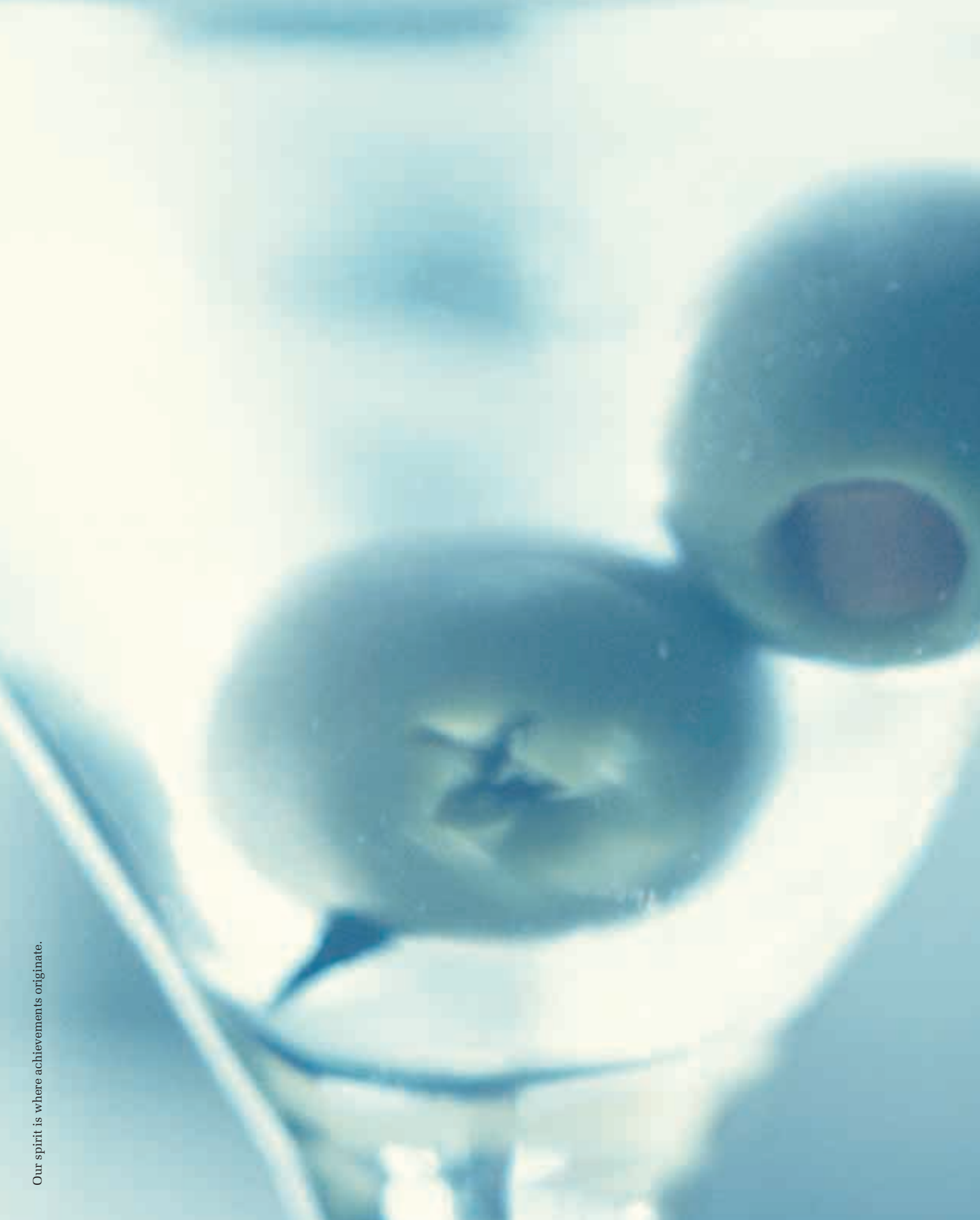
How wonderful it is to embrace the impulses in life.





Rough water it may be, our determination prevails.

Our spirit is where achievements originate.





Like the tides, our quest for life never ends.