



our belief

Getting may be satisfying,
but giving back is fulfilling.

The one unmovable,
refutable fact in this ever-changing world is
that people are first.

Sun Hing Vision
has been focusing on ways in
giving back to
the people who help to build the success of
the company and
proven to make a difference in areas such as
creating better working environment,
continuous education,
investment on state-of-the-art equipment...

Most important of all,
letting the designers run wild with their dreams and
dance on the borderline between success and disaster.
That is where our breakthroughs in
product development
constantly astonish our customers.

Marking the ninth consecutive year of
growth in both turnover and
net profit, we continue in what we do best -
design, product development, manufacture of eyewear on
an ODM basis, and brand management.





celine dion



cour carré



jill stuart



hallmark



levi's®

Brand management is the addition of product attributes beyond the base commodity value. Brands are assets because, when properly managed, they provide a secure stream of income for the business. Brand essence - what a brand does and how it "walks, talks, and dresses" can be determined by the most salient points of differentiation between the respective brands and their competitors. Valuable opportunities may then be identified. Leveraging on our experience in the past, we are fast building our brand management portfolio. We increase on average at least one brand a year since 2000.

Each of the five licensed brands we manage have their own unique positioning. Celine Dion Eyes, for example, is sophisticated and feminine while Cour Carré adopts a contemporary and minimal style. Hallmark Design Collection is designed with all the favorable connotations of love and family while Jill Stuart is a subtle high end brand. We are proud to have obtained our latest addition, Levi's® Quality Eyewear, the licensing right for the Asia Pacific Region from the world's renowned branded apparel company, Levi Strauss & Co. This is another milestone for Sun Hing Vision, paving the way to further building our brand management strength.

our brands