

Milestones

1978

✿ Mrs Eleanor Kwok and her husband Mr Simon Kwok began their cosmetics retail business from a 40-sq. ft. "Sasa" counter in Hong Kong.



2000

✿ Opening of the La Colline specialty store.
✿ Launch of sasa.com to offer round-the-clock on-line shopping of beauty products.



1990

✿ First "Sasa" standalone high-street store in Causeway Bay, Hong Kong.



1992

✿ First branch store in Tsim Sha Tsui, Hong Kong.

1997

✿ Sa Sa was listed on the Main Board of The Stock Exchange of Hong Kong in June with an oversubscription rate of more than 500 times.
✿ First stores in Macau, Taiwan and Singapore.
✿ Number of stores increased to 11 in Hong Kong.



2002

✿ Appointed as sole agent for a leading global prestige brand, Elizabeth Arden, in Hong Kong and Macau.



1998

✿ First store in Malaysia.

2005

✿ First Mainland store in Shanghai, China.

2006

- ☛ First Suisse Programme beauty counter in Mainland China.



2011

- ☛ Opened "Sasa" stores in 13 cities in Mainland China, including Qingdao, Shenyang, Zhenjiang, Yinchuan, Xiamen, Shijiazhuang, Zhengzhou, Fuzhou, Changzhou, Guangzhou, Taizhou, Taiyuan and Daqing.
- ☛ The Group's 200th store in Asia.
- ☛ Sa Sa became a constituent member of the Hang Seng Corporate Sustainability Benchmark Index in 2011.

2008

- ☛ 30th anniversary of the Sa Sa Group.
- ☛ The Group's 100th store in Asia.
- ☛ Disposal of beauty services business to focus on core retail and brand management businesses.
- ☛ First five stores in Beijing, China.



2009

- ☛ Opening of the largest "Sasa" store in Asia (10,000 sq. ft.) in Tsim Sha Tsui, Hong Kong.
- ☛ First two stores in Wuhan and the first store in Suzhou, China.
- ☛ First Suisse Programme specialty store in Hong Kong.



2012

- ☛ First store in Dalian, China.
- ☛ Entering the Group's 35th Anniversary.

2010

- ☛ "Sasa" store network expanded into Tianjin, Yichang, Ningbo, and Shaoxing, China.





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Méthode **SWISS**
BEAUTY CARE



Methode SWISS
BEAUTY CARE
BIO-ORGANIC FIRST DEFENCE CREAM
CRÈME BIO-ORGANIQUE PREMIÈRE DÉFENSE

Methode SWISS
BEAUTY CARE
BIO-ORGANIC FIRST DEFENCE SERUM
SERUM BIO-ORGANIQUE PREMIÈRE DÉFENSE

Methode SWISS
BEAUTY CARE
BIO-ORGANIC FIRST DEFENCE EYE CREAM
CRÈME YEUX BIO-ORGANIQUE PREMIÈRE DÉFENSE