

MILESTONES

1978



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

1990

First "Sa Sa" standalone highstreet store in Causeway Bay, Hong Kong.

1992

First branch store in Tsim Sha Tsui, Hong Kong.

1997

- Listed on the Main Board of the Stock Exchange in June with an oversubscription rate of more than 500 times.
- First store in Macau, Taiwan and Singapore.



1998

First store in Malaysia.

2000

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



2002

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

2006

First Suisse Programme beauty counter in Mainland China.



2005

First Mainland store in Shanghai, China.

2009

First Suisse Programme specialty store in Hong Kong.



2011

- The Group's 200th store in Asia.
- Became a constituent member of the "Hang Seng Corporate Sustainability Benchmark Index".

2013

- 35th anniversary of the Group.
- Opening of Sa Sa Supreme, the first lifestyle concept store in Asia Pacific, in Causeway Bay, with approximately 20,000 sq. ft.
- The Group's 100th store in Hong Kong.
- "Sa Sa Making Life Beautiful Charity Fund" was founded.



2014

Title sponsor for the "Sa Sa Ladies' Purse Day" for ten consecutive years



2015



The Group launched a new brand image, promoting the pursuit of beauty for women.

2016



- Opening of Sa Sa Boutique and SHINE.
- Strategic partnership with Tencent and JD Group.
- First O2O Store opened in Shanghai.

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