

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.



2002

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



2000

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

2005

First Mainland store in Shanghai, China.

2006

First Suisse Programme beauty counter in Mainland China.



2009

First Suisse Programme specialty store in Hong Kong.

2011



The Group's 200th store in Asia.

- 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.
- "Sa Sa Making Life Beautiful Charity Fund" was founded.



2013

2014



Title sponsor for the "Sa Sa Ladies' Purse Day" for 10 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.

2017



- Sa Sa Mall was launched on WeChat.
- Sasa.com Mobile App has been launched in China market.
- Strategic cooperation agreement with NetEase's cross-border e-commerce platform Kaola.



Méthode SWISS

