


EXPERIENCES



BEAUTIFUL EXPERIENCES



We continue to formulate strategies to cater to the changing patterns in consumer behaviour, preferences and expectations by using big data for business and product analysis.

Our 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 Hong Kong Stock Exchange in June with an oversubscription rate of more than 500 times.
- First stores 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 online shopping of beauty products.



2002

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



2005

- First store in Shanghai, Mainland 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.



2013

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



2014

- Title sponsor for the “Sa Sa Ladies’ Purse Day” for the 10th consecutive year.



2015

- The Group launched a new brand image, with three women’s side silhouettes echoing the brand to care for women at different ages, making them always beautiful.



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 was launched in Mainland China.
- Strategic cooperation agreement with NetEase’s cross-border e-commerce platform Kaola.
- Grand opening of Sa Sa’s flagship store on Tmall Global.
- Strategic partnership with the third party platform Xiaohongshu.
- Launch of own brand – Eleanor in Hong Kong, with its first exclusive store in Sa Sa Supreme and the pop-up store outside Hysan Place in Causeway Bay.



2018

- 40th anniversary of the Group. Brand new “Sa Sa 40th Anniversary • Beauty Land” pop-up store, new store image and uniform design were launched.
- The Group launched the co-branded “BOC Sa Sa Dual Currency Credit Card” with Bank of China (Hong Kong) and Union Pay International.
- Collaboration with Taobao Global.
- Sa Sa store debuted at Hong Kong West Kowloon Station of Guangzhou-Shenzhen-Hong Kong Express Rail Link (Hong Kong Section) to leverage the development of the Greater Bay Area.



2019

- Opening of Sa Sa Hong Kong Flagship Store on HKTVmall.
- Being the first physical cosmetic store to launch Seagrape Deep Hydrating Water Gel Mask of beauty brand FAN BEAUTY established by the Chinese megastar Fan Bingbing globally.

