

## Milestones

### 大事年表

# 1978



Founders, Simon and Eleanor Kwok, start the cosmetic retailing business from a 40-square-foot "Sa Sa" counter in Hong Kong. 創辦人郭少明先生及郭羅桂珍女士二人在香港一個四十平方呎的「莎莎」化粧品櫃位開展化粧品零售業務。

# 1990

Opening of the first Sa Sa Cosmetics store in Causeway Bay, Hong Kong. 於香港銅鑼灣開設首間莎莎化粧品店。

# 1992

Opening of the first branch store in Tsimshatsui, Kowloon, Hong Kong. 於香港九龍尖沙咀區增設首間分店。

# 1997

Opening of the first store in Taiwan. 台灣首間店舖開業。

Total number of shops increase to 11 in Hong Kong. 莎莎香港店舖數目增至十一間。

Sa Sa listed on The Stock Exchange of Hong Kong Limited in June with an over-subscription rate of more than 500 times. 莎莎於六月在香港聯合交易所有限公司上市，股份獲超額認購逾五百倍。

Opening of the first store in Singapore. 新加坡首間店舖開業。

Opening of the first store in Macau. 澳門首間店舖開業。



# 1998

Opening of the first store in Malaysia. 馬來西亞首間店舖開業。

# 2000

Opening of La Colline specialty store offers customers premium beauty products and services, and demonstrates the Group's diverse brand-management capabilities.

開設La Colline專門店，為顧客提供尊貴的美容產品及服務，展示集團超卓的品牌管理實力。



Acquires a major stake in Phillip Wain, a leader in premium ladies' beauty and health clubs in Asia. This marks the Group's first step into the Beauty Services arena.

莎莎成為菲力偉女子健美中心的最大股東，正式開展集團的美容業務。菲力偉為亞洲區居領導地位的尊貴女子美容及健美會所。

Opening of the Group's 50th retailing outlet in Asia. 開設亞洲地區第五十間店舖。

Launch of Sasa.com offers customers round-the-clock on-line shopping of beauty products.

Sasa.com網站啟用，讓顧客可隨時在網上選購美容產品。



# 한글



## 2001

- Launch of Korean language site at Sasa.com strengthens the Group's penetration of the Korean market, one of the biggest e-commerce markets in Asia.  
推出Sasa.com韓文版網站，進一步開拓亞洲最大電子商貿市場之一的南韓市場。

## 2002

- Appointed as sole agent for "Elizabeth Arden" in Hong Kong and Macau.  
莎莎獲委任為伊莉莎伯雅頓香港及澳門市場的獨家代理商。 
- Opening of Sa Sa Beauty+ in Hong Kong offers one-stop cosmetics, beauty and slimming services to Sa Sa's loyal customers, and enhances Sa Sa's brand image.  
Sa Sa Beauty+ 美容中心在香港成立，為莎莎的忠實顧客提供「一站式」化粧品、美容及纖體服務，提升莎莎的品牌形象。



## 2003



- 25th anniversary of the Sa Sa International Group.  
莎莎國際集團二十五週年銀禧誌慶。
- Becomes a 100% stakeholder in Phillip Wain.  
成為菲力偉的全資股東。
- Opening of the second Sa Sa Beauty+ in Hong Kong.  
Sa Sa Beauty+ 香港第二間分店開業。



## 2004

- Official launch of a new image store featuring a contemporary and upbeat design, which provides a pleasant shopping environment and strengthens its "Cosmetic Retail Specialist" image. It is part of our continuous efforts and commitment to providing an enjoyable shopping experience for customers.  
莎莎化粧品店正式推出全新店鋪形象，新設計時尚簡約，不單提供寬敞舒適的購物環境，更加強莎莎的「化粧品零售專家」形象。新設計使顧客獲得更佳購物享受，體現了莎莎一貫「以客為尊」的經營理念。
- Opening of Inspire for Men by Phillip Wain broadens Phillip's Wain's customer base to include male customers.  
菲力偉開設Inspire for Men by Phillip Wain，將服務拓展至男士層面。