



FERRE

Beauty *needs no definition.*
Beauty speaks for itself.



Our Care for the Community

關懷社群



As a well-recognized and expanding company in the Asia Pacific region, Sa Sa is fully aware of its responsibilities as a good corporate citizen. In line with our corporate mission to "make life beautiful", we offer more than cosmetic retailing and beauty services to our customers. We aim to make their life more rewarding and the society in which they live more harmonious and healthy by contributing to community programmes, sponsorships and donations; in particular those targeted at women, young people and children.

South Asian Tsunami Appeal

Sa Sa Group organized various donation activities and raised more than HK\$1,000,000 to support relief organisations for victims of the South Asian Tsunami.

The Group raised HK\$700,000 for UNICEF, which included five per cent of total retail sales generated at all our Sa Sa shops in Hong Kong and Macau on 13th January 2005, contributions from vendors, Mr. Simon Kwok and Mrs. Eleanor Kwok. The Group donated a further HK\$300,000 via TVB's fund-raising show "Operation Relief 2005". In addition to the launch of a fund-raising campaign among staff that generated more than HK\$60,000, Sa Sa also participated in East Week's Red Feather Charitable Sales and placed donation boxes at all Sa Sa shops, Sa Sa Beauty+ and Phillip Wain centres to encourage contributions from our customers and members. Beneficiaries of all these donation activities were World Vision Hong Kong, Hong Kong Red Cross South Asia Relief Fund, The Salvation Army, Oxfam Hong Kong and UNICEF.

莎莎在亞太區廣受認同，擴展迅速，深明擔當良好企業公民的責任。為了達成「美麗人生」的集團使命，除向顧客提供化粧品和美容服務外，集團更積極支持公益活動（特別是以婦女、青少年及兒童為對象），並提供贊助及捐贈，令人生更富意義，所處社會更和諧健康。

南亞海嘯賑災

為了響應多個機構向南亞海嘯受害者提供援助，莎莎集團籌辦多項捐款活動，籌得超過一百萬港元善款。

集團為聯合國兒童基金會籌得七十萬港元善款，其中包括將二零零五年一月十三日莎莎港澳地區全線店舖零售銷售總額的百分之五撥作捐款，以及各供應商與郭少明先生伉儷的捐款。集團更另向無線電視籌款節目「四海同心送關懷」捐出三十萬港元。除了在員工之間舉行籌款活動、籌得超過六萬港元善款之外，莎莎並參與東周刊雜誌的「愛心紅羽毛」義賣行動，在莎莎全線店舖、Sa Sa Beauty+及菲力偉各美容及健身中心設置捐款箱，鼓勵顧客及會員慷慨解囊。此等捐款活動的受惠機構有香港世界宣明會、香港紅十字會南亞賑災基金、救世軍、香港樂施會及聯合國兒童基金會。





Other Donations

On 1st January 2005, Sa Sa Group participated in the "Marathon to the Top 2005", a charity stair-climbing competition held at the International Finance Centre II to raise funds for the social services of Lions Club. Sa Sa Group sponsored a team of eight staff members to participate in the unusual race.

During the year, Sa Sa Group also made donations to charities and non-governmental organizations to support their operations and development. Beneficiaries include Po Leung Kuk, Caritas - Hong Kong, The Community Chest, Hong Kong Aids Foundation, Action For Vision, HKU Spinal Cord Injury Fund, The Society of Rehabilitation and Crime Prevention and Hong Kong Youth Hostels Association.

Social and Community Services

Sa Sa Chairman & CEO, Mr. Simon Kwok, was one of the mentors for the Career Challenge 2004 programme organised by Equal Opportunities Commission. The programme aimed to help students break the boundaries of stereotyping. Mr. Kwok participated in two sessions including a public forum and a company tour to share his experience with students. Sa Sa group also provided summer job opportunities to students from families that were victims of SARS and the hill fire disaster at Pat Sin Leng.

其他捐贈

二零零五年一月一日，莎莎集團參與於國際金融中心第二期舉行的「元旦慈善登國金」慈善樓梯步行比賽，為獅子會社會服務籌款。莎莎集團贊助由八名員工組成的隊伍參加此項別開生面的競賽。

年內莎莎集團亦向多個慈善及非政府機構作出捐贈，以支持其運作及發展。受惠機構包括保良局、香港明愛、公益金、香港愛滋病基金會、光明行動、香港大學脊髓損傷基金、香港善導會及香港青年旅舍協會。

社會及公益服務

莎莎主席及行政總裁郭少明先生乃平等機會委員會所籌辦的「無定型新人類2004」計劃導師之一。該計劃旨在幫助學生打破傳統觀念界限。期間郭先生參與兩項活動，包括經驗分享座談會及公司探訪，與同學分享其經驗。莎莎集團並為來自非典型肺炎及八仙嶺山火受害者家庭的同學提供暑期就業機會。

