

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.



2002

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



2005

- First store in Shanghai, Mainland China.

1990

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



2006

- First Suisse Programme beauty counter in Mainland China.



2009

- First Suisse Programme specialty store in Hong Kong SAR.

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 region and Singapore.



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.



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.



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- Title sponsor for the "Sa Sa Ladies' Purse Day" for the 10th consecutive year.



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- 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.



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- Strategic partnership with Tencent and JD Group.
- First O2O Store opened in Shanghai.



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- Sa Sa Mall was launched on WeChat.
- Grand opening of Sa Sa's e-shop on Tmall Global, Koala and Xiaohongshu.
- Launch of house brand – Eleanor in Hong Kong SAR, with its first exclusive store in Sa Sa Supreme in Causeway Bay.



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- 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.



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- 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.
- Launched WeChat mini-programme.



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- Partnership with Shopee opening first Sa Sa Official Store in Southeast Asia.

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- Launch of Sa Sa's first official store on Lazada.