

Happy New Year of the Horse!

bossini

Dear Friends,

Bringing happiness and exciting ideas to people is always our big mission. In 2013, we continued our successful strategy of spreading positive energy in every way we engage with our customers, partners and stakeholders. Thank you for being with us through every precious moment. Now let's leap forward together to another successful year in the Year of the Horse!



Happy New Shopping Experiences

We raised the happy shopping stakes in 2013 with a new image and exciting new stores both globally and locally. We expanded our network with new image shops in new countries, such as Kenya and Yemen, building up to nearly 1,000 outlets across 40 countries and regions. Locally we sought to position our Sheung Shui store as a strategic image shop in the northern region of Hong Kong by introducing a more fashionable ambience enhanced with our green concept. We also added two exciting new stores in Grand Century Plaza, Mongkok and Sun Yuen Long Centre, Yuen Long extending our footprint in these key areas.



Happy Smiles with Sesame Street

We enjoyed a colorful and fun-filled collaboration with the Sesame Street brand. This program successfully spread our positive energy through a 360° marketing strategy. Our above-the-line and social media tactics, pop-up store and up-selling premiums all created a powerful 'WOW' impression in the market and once again underscored our leadership position in licensing programs.



Happy Win-win Collaboration with Ocean Park

We established a powerful marketing synergy with Ocean Park by working together in their popular annual 'Halloween Bash'. Through a mix of win-win tactics, we successfully generated a lot of positive response and gained more exposure in the youth market.

Happy Recognition as Most Popular Brand

We were honored to receive the "Outstanding QTS Merchant Awards" from the Hong Kong Tourism Board and the "Most Popular Brand Award" from TVB Weekly for the 6th consecutive year.

