



“Sa Sa Ladies' Purse Day” 2023
Sa Sa and The Hong Kong Jockey Club grandly present
The Annual Legendary Beauty Event
“Race in Style” The Confluence of Beauty and Art

(5 November 2023 – Hong Kong) Sa Sa International Holdings Limited ("Sa Sa" or "the Group": stock code: 0178), a leading beauty product retailing group in Asia, and The Hong Kong Jockey Club ("HKJC") joined once more to present the much-anticipated 19th edition of the "Sa Sa Ladies' Purse Day." This prestigious event took place on 5th November 2023 (Sunday) at the Sha Tin Racecourse. Gracing the occasion as officiating honourable guests were Dr. Simon Kwok, SBS, JP, Chairman and CEO, and Dr. Eleanor Kwok, BBS, JP, Vice-Chairman of Sa Sa International Holdings Limited, along with Mr. Michael Lee, JP, Chairman, Mr. Winfried Engelbrecht-Bresges, GBS, JP, Chief Executive Officer, Mr. Andrew C Harding, Executive Director, Racing, and Mr. Anthony Ingham, Executive Director, Membership, Brand, Marketing, and Experience of The Hong Kong Jockey Club. Their presence contributed to the air of distinction and prestige, helping to further emphasise the significance of the event.

Sa Sa orchestrated an occasion that brought together luminaries from the entertainment, business, and horseracing spheres. The presence of renowned figures, including the esteemed Mr. & Mrs. Edward Leong, Mr. & Mrs. Stephen Ip, Dr. Albert Yeung Sau Shing, Ms. Lee Yun Chun Marie-Christine, Mr. & Mrs. Brandon Chau, Mr. & Mrs. Ho Lai Chuen, Mr. Bowie Wu, Mr. & Mrs. Natalis Chan Pak Cheung, Ms. Sandy Lau Sin Ting, Ms. Gin Lee, Ms. Kathy Yuen, Ms. Tang Siu Hau, Mr. Carlos Chan Ka Lok, Ms. Nicole Lee, Ms. Katherine Ho, Ms. Lily Ho, Mr. Alvin Ng Fu Kiu, Ms. Hilary Chong, Ms. Lynn Wang and Ms. Juliana Kwok alongside a gathering of prominent VIP guests, witnessed an unforgettable event that epitomised the essence of ladies' fashion and glamour.

Fusion of Beauty, Art, Fashion and Entertainment: The 19th “Sa Sa Ladies' Purse Day”

During the event, Dr. Simon Kwok, SBS, JP, Chairman and CEO of Sa Sa International Holdings Limited, declared, “It’s a great honour to collaborate with The Hong Kong Jockey Club to celebrate the 19th edition of the 'Sa Sa Ladies' Purse Day.' This year's theme, 'Race in Style,' integrating both fashion and beauty into horse racing event allows everyone to indulge in racing as well as glamorous fashion showcase and perpetuate beauty through the Beauty Gallery and other activities. I would like to express my heartfelt gratitude to each and every guest for their presence and support, and it is this which has made the 'Sa Sa Ladies' Purse Day' an internationally acclaimed and highly anticipated horse racing extravaganza that captivates the entire city.”



The atmosphere of the event and the sequencing of racing proceedings swept smoothly with excitement and momentum during this year's race day, and featured a roster of ten gripping races. The centrepiece of the event, the "Sa Sa Ladies Purse" Handicap, garnered the most anticipation, and did not disappoint. Following the intense competition, representatives from Sa Sa, The Hong Kong Jockey Club, and Ms Min-Chen Lin, the ambassador of "Sa Sa Ladies' Purse Day 2023" joined the winner of the race and convened on stage for a commemorative toast, celebrating the success of another memorable Sa Sa Ladies' Purse Day. Also, Ms Lin shared about fashion and beauty tips as a "new generation goddess" on stage, she also mentioned that the hat she adorned on today's occasion was crafted by couture milliner Odette, perfectly complementing her personal style and showcasing her intellectual elegance while simultaneously ensuring breathability and fashion-forwardness.

In addition to the much-anticipated races, Sa Sa has arranged a series of activities. In the "Sa Sa Ladies' Purse Day" Beauty Gallery offers a guided tour route encompassing a glamorous fashion showcase, "Chill in Pink Time" Cocktails & Mocktails bar, music and entertainment performances to marry with the vibe of the day; plus the legendary Millinery Showcase, a standout draw and characterful representation of the event, and Sa Sa Ladies' Purse (Handicap) Trophy Pop-up "Photogenic" Zone, with decorative backdrops for guests to take their own photo keepsakes of the day with the trophy. These attractions let guests enjoy this fabulous day of seamlessly combining beauty, art, fashion and entertainment.

Furthermore, Sa Sa continued its tradition of presenting the "Best Dressed Award" and the "Best Hat Award," allowing elegantly-attired guests adorned with exquisite headpieces to immerse themselves in the annual spectacle of the "Sa Sa Ladies' Purse Day." This year, Sa Sa collaborated with London-based couture milliner Odette. Odette's exceptional craftsmanship went beyond crafting distinctive hats for the ambassador, Ms. Lin, and also created exquisite headwear for Dr. Eleanor Kwok, BBS, JP, Vice-Chairman, and Mrs. Melody Kwok-Chan, MH, Executive Director of Sa Sa International Holdings Limited. These custom-made pieces seamlessly aligned with the prevailing style of the day, perfectly capturing the essence of the theme, "Race in Style". Additionally, Odette participated in the design of "Millinery Showcase", affording guests the opportunity to marvel at an array of resplendent top Millineries.



Experience the Thrills at Sa Sa Ladies' Purse Day: Series of Exciting Activities and Exclusive Brooches

Today's event at Sha Tin Racecourse featured a series of races named after renowned international brands available at Sa Sa stores, including the L'ORÉAL PARiS Handicap, GRACE ONE Handicap, KATE TOKYO Handicap, CANMAKE TOKYO Handicap, Eleanor Handicap, La Colline Handicap, SUISSE PROGRAMME Handicap, La Estephe Handicap, and Neogence Handicap.

The day was not only filled with thrilling horse racing events but also a carefully organised range of engaging activities. This included a photo-snap spot with the adorable "Lady Pony," the Sa Sa Beauty Bazaar, and "A Chic Culinary Affair with Your Besties!"

These activities allowed attendees to immerse themselves in a novel horse racing experience that seamlessly intertwined beauty, art, fashion, and entertainment. Guests were also rewarded with a limited-edition souvenir brooch upon entry. This year's souvenir brooch shows a unique design, featuring a depiction of a racehorse with embellishments of sparkling gemstones. This memento will serve as a beautiful keepsake, etching fond memories of this year's grand occasion into the hearts of everyone who was there to enjoy the proceedings.

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Ladies' Purse Day
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