



Lifestyle

Lifestyle International Holdings Limited

20/F., East Point Centre
555 Hennessy Road
Causeway Bay
Hong Kong

Tel: (852) 2833 8338
Fax: (852) 2831 2958
Website: www.lifestylehk.com.hk
Email: info@lifestylehk.com.hk

利福國際集團有限公司
香港銅鑼灣軒尼詩道555號
東角中心20樓

電話: (852) 2833 8338
傳真: (852) 2831 2958
網址: www.lifestylehk.com.hk
電郵: info@lifestylehk.com.hk

Beyond

Premium

Shopping

Par

Excellence

Lifestyle International -

Providing the **Ultimate Shopping Experience**
to Greater China Shoppers

利福國際 —
為大中華區消費者提供
非凡購物體驗

Standing Tall in the Heart of Hong Kong



Lifestyle

Few cities are like Hong Kong. Not only can you find goods from all over the world here, Hong Kong is also the place to shop for growth and opportunity. Consumers and corporate shoppers alike, Hong Kong is a city no one can afford to miss.

Thriving and excelling in the territory's retail market requires focus and commitment – starting from the frontline to management, as well as in merchandising, customer service, and store display, etc. The SOGO Store, owned and operated by Lifestyle International, has won recognition in one of the world's most buzzing and competitive markets, and carved out a distinctive presence in Hong Kong's retailing heart in Causeway Bay.

Lifestyle International's management success goes beyond the red neon sign. While SOGO Store targets the middle-upper market segment with its international designer labels and comprehensive product mix, Lifestyle International's other retailing expansion in the neighbouring areas also command respect and consumer loyalty from customers of different age and income groups.



International

利福國際

零售翹楚 傲立城市黃金地段

香港是亞洲城市中的奇葩。這裡不但匯聚了來自世界各地的商品，更滿佈投資機會。不論你追求的是名牌衣物、優質生活享受還是具增長潛力的投資項目，香港都能滿足你。

在競爭激烈的香港零售市場取得成功不是一朝一夕的事。利福國際擁有及經營的崇光百貨深明此道，從前線員工到管理階層，從採購部門到客戶服務、櫥窗設計等，環環緊扣，摯誠待客。矗立在銅鑼灣黃金地段的崇光百貨，成績有目共睹。

崇光巨型霓虹標誌每日映照銅鑼灣繁盛地帶，但利福國際管理層不會因崇光百貨的成功而自滿。崇光百貨世界名牌匯集，以高收入中產階層為目標客戶。有見及此，利福國際在毗鄰發展不同類型的購物熱點，致力拓闊客戶基礎，引領業務更上層樓。



Hong Kong

The World's Premier Retail Hub

Hong Kong is a legendary city. Its vitality and glamour attract people from all over the world. Thus, the retail market of Hong Kong is always full of energy.

Spectacular panoramic harbourscapes from the Peak epitomise the glamour of Hong Kong, a city buzzing with vitality. A few miles north of this banking and retailing dynamo is the Pearl River Delta, the world's industrial and manufacturing heart. Blessed with a deep water harbour and its unique relationship with the PRC, Hong Kong has emerged from a trading powerhouse to Asia's banking capital and is now a window to the world's biggest market — China.

As the region's second biggest stock market, Hong Kong attracts multinationals to set up their headquarters here. This is why the territory has a growing population of sophisticated and affluent shoppers with increasingly cosmopolitan tastes.

Such deep-pocketed consumer base, coupled with the potentials from across the border, has long attracted retailers. The business-friendly HKSAR Government acts as an extra impetus. With the recent introduction of the individual visa scheme for Mainland tourists and the opening of Disneyland in 2005, more shoppers to Hong Kong is expected to further propel its retail market.



香港是一個傳奇的城市，吸引著世界各地的人前來旅遊、創業。香港更是一個活力之都，零售市場亦充分體現出活力和朝氣。

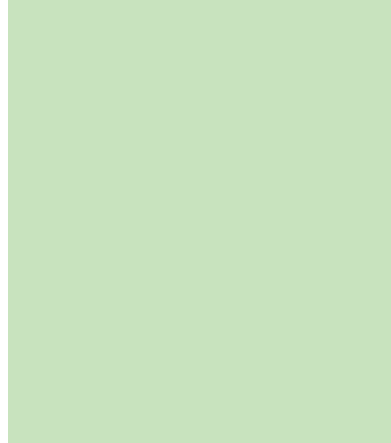
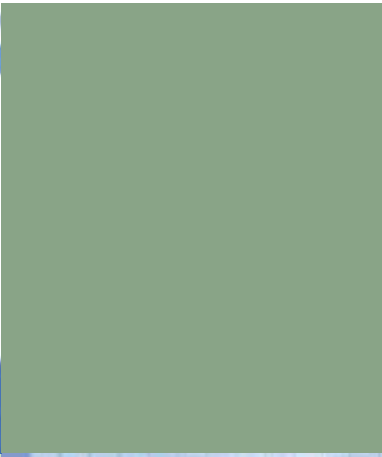
從山頂俯視香港，自會發現這個城市的魅力所在。這個金融及零售之都佔盡天時地利，坐擁深水港，毗鄰世界工業及製造基地珠江三角洲，背靠中國。香港已由出入口港發展成亞洲金融中心，更是中國面對世界的窗戶。

擁有亞洲第二大證券市場，香港吸引了無數跨國機構在此設立總部。故此，香港的消費者口味日趨多元化、國際化，品味更形時尚。

高消費力，加上中國這個潛力無限的市場以及特區政府鼓勵營商的政策，零售商對香港這個市場趨之若鶩。最近引入的自由行及二零零五年迪士尼開幕對香港的零售市場更起了錦上添花的作用。

香港

世界知名購物天堂



Unique Attributes of
Lifestyle International
生活品味 點點滴滴盡在利福國際



SOGO, Hong Kong's Premier Shopping Landmark



Not only does the SOGO Store HAVE a good location, but also it is THE location. Ask a handful of Hong Kong people and chances are that they have chosen the SOGO store as their meeting place before. What does this say about SOGO?

SOGO is an icon and landmark of shopping in Hong Kong. It is a leader. It is an innovator of distinctive retailing success and consumer experience.

Its 364,000 square feet of floor space, together with over 290 concessionaire counters of top international brand names, ranging from fashions and apparel, cosmetics and accessories, household goods and toys to food and confectionery, attracts over 80,000 of the world's most affluent shoppers on average every day.

The goal of the SOGO Store in Hong Kong is to become a one-stop shopping Mecca for its targeted middle to high-end customers. By continuously reviewing and staying abreast of consumer tastes and market trends, the result is flexibility that enables the SOGO Store in Hong Kong to balance its sales mix across both direct and concessionaire-based sales and to remain headstrong in the competition. Affiliated operations in the neighbouring area, including NuFront and Daiso Land Ten-dollar Shop, further broaden Lifestyle's International customer base and exemplify the Company's bold and effective approach to retail management.

崇光 香港購物地標

崇光百貨不只座落在理想地點，她本身就是一個地標！隨便找幾個香港人問問，很大機會他們都曾選擇崇光百貨作為約會和等候的地點。

崇光是香港零售業的代表和地標。她是領導者、始創人，矢志為客戶帶來最佳的購物享受，為零售業樹立新風和指標。

崇光百貨舖面面積達三十六萬四千平方呎，有超過二百九十個特許專櫃，世界名牌雲集，貨品應有盡有，由衣物至化妝品、首飾、家居用品、玩具以至美食洋酒，式式俱全，在全球最高消費力的地區之一，平均每天吸引超過八萬名顧客前來購物。

崇光百貨主要客戶群體是高收入中產階層，目標是成為「一站式」的購物總匯。管理層時刻留意顧客的口味和市場潮流，小心平衡店內直接銷售和特約專櫃的比例，在競爭中保持優勢。毗鄰相關零售業務，包括東角駅和Daiso Land十元店等，進一步拓闊利福國際的客戶基礎，彰顯本公司於零售管理方面的創意和魄力。





Innovation that Delivers the Most in Convenience and Customer Satisfaction

What sets Lifestyle International apart is its commitment to lead the market. In building its retailing operation in Hong Kong, Lifestyle International has blended Hong Kong style management with proven Japanese retailing techniques. It successfully initiated the “one-stop shopping” and “shops-within-shop” concepts in Hong Kong, alongside conventional sales promotions. These tactics are much copied, contributing to SOGO’s success, and is a testimony of Lifestyle International’s operational excellence and strategic planning.

Visionary thinking plays a vital role. Owning most of the properties, Lifestyle International has minimised its exposure to rental fluctuations and enjoys maximum renovation flexibility to changes in consumer preference. Complementing multiple income streams from a combination of direct sales, concessionaire sales, outdoor advertising, internal promotional activities and rental income, a freshly reinvigorated retail market will further boost future business growth.

創新精神 一應俱全 為顧客提供最大滿足

利福國際結合了香港管理方式和日本的零售技巧，從一開始已立志成為市場的領導者，確立傲視同儕的地位。集團領導香港零售界推行「一站式」和「店中店」的新穎概念，在傳統促銷活動方面亦屢創新猷。種種零售新概念都為崇光帶來成功，效猷者眾，是利福國際卓越經營的實證。

在制定策略方面，遠見至為重要。利福國際旗下零售物業大部分為自置物業，一方面減低因租金波動帶來的風險；另一方面可時刻因應顧客的需求翻新店面，保持新鮮感。與此同時，本公司致力開拓更多收入來源，除了直接銷售收入外，更有特許專櫃銷售、戶外廣告、店內促銷活動及租金等。零售市場日趨暢旺更為集團帶來無限增長機遇。





Synergistic Partnership - A Uniquely Effective Fusion of Hong Kong and Japanese Management Expertise

匯聚管理精粹 結合中日精英

Blending the best of Hong Kong and Japanese retail know-how, Lifestyle International has created a winning team. The team's depth of experience and expertise and breadth of local market familiarity constitute a rare gem – an ultra lean corporate structure supplanted with the most exquisite human touch in serving customers. With the extremely effective incentive scheme in place, Lifestyle International ensures that all frontline staff works in alignment with the Company's strategy – customer oriented, provision of the best and quality services to its customers.

Lifestyle International's management commands in-depth understanding of China's growing middle class consumers while together with Japanese retailing experiences. Its dynamic management team is paving the way for expansion across China.

利福國際的管理層匯聚了香港和日本的專才。管理層擁有豐富的零售經驗，對本地市場瞭如指掌，具備精簡企業架構的同時，不忘為顧客提供親切摯誠服務。為了確保前線銷售員工能體現公司以銷售為本的精神，利福國際特設獎勵計劃，所有員工都本著以客為尊的精神服務顧客。

利福國際的管理層秉承日本零售經驗，對中國內地新中產階層的口味亦有透徹的了解，正積極部署進軍龐大的中國市場。

Shanghai -

The Jewel In Mainland China's Retailing Crown

The world's most fastest growing economy in the past decade, Mainland China will continue to enjoy phenomenal growth. Increased prosperity has spurred new industries led by consumer retailing. Urbanisation, rising incomes and aspirations have stimulated consumer spending and demand for fashionable, quality and brand goods, fuelling an unprecedented upper-end retail growth in China.

At the forefront of this boom is Shanghai, the nation's internationalised city and financial hub. It is also the city with the highest per capita GDP and consumption power in China.

Shanghai is on course to becoming one of the world's spending powerhouses, with the visionary Lifestyle International taking a lead to plant its foundation here.



上海

中國零售寵兒 商機無限

中國大陸擁有過去十年全球增長最快的經濟體系，而且增長勢頭仍然強勁。經濟愈繁榮，零售市道愈暢旺，更由此出現了許多新行業。城市化生活和收入上升令中國消費者對奢侈品的慾望更熾熱，零售事業迅速起飛。

在這增長的過程中，中國的國際城市兼金融中心上海必然起著龍頭的作用。她亦是中國國民生產總值最高、消費力最強的城市。

上海成為全球消費熱點的日子指日可待，利福國際早已制定了完善策略在上海拓展業務。

Shanghai Ongoing Department Store -

The First Step Towards Success in the Booming Mainland China Market



Eyeing the enormous retail potentials of China, Lifestyle International will open its first department store in Shanghai - the Shanghai Ongoing Department Store.

Located at Jingan District, the well-off district of Shanghai, Shanghai Ongoing has a floor area of 600,000 square feet and is in close proximity to MTR stations and car park. Shanghai Ongoing will adopt SOGO's proven business model to ensure the provision of an unforgettable shopping experience, which will fuel growth, profitability and promising business prospects. The successful "Lifestyle" concepts, "shops-in-shop", Japanese style attentiveness, "one-stop shop" and customer oriented spirit will continue in Shanghai and help Lifestyle International realise its dream of becoming the nation's leading department store operator.

Developments such as the Closer Economic Partnership Arrangement (CEPA) ensure that the Hong Kong-China relationship will grow closer every day. Lifestyle International is perfectly positioned to capitalise on the many exciting business opportunities ahead.



上海久光百貨公司

進軍中國市場的橋頭堡

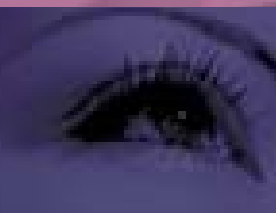
覬覦中國龐大的市場潛力，利福國際將在上海開設其首間海外百貨公司—上海久光百貨。

上海久光百貨座落在上海繁盛區域靜安區，面積達600,000平方呎，鄰近地鐵站及停車場。上海久光沿用崇光的成功模式，為顧客帶來難忘的購物享受。利潤來自顧客，唯有顧客滿意，業務才能持續增長、發展。集團將繼續在上海發揚成功的概念，例如「店中店」、日式親切服務、「一站式」購物和以客為尊的精神，協助本集團實現成為全國主要大型百貨公司經營商的夢想。

更緊密經貿關係安排(CEPA)進一步強化中港關係，亦衍生不少商機。利福國際已準備就緒，充分掌握每一個即將出現的機遇。

The Dream That Became A Driving Force

The secret of smart shoppers and successful investors are very much alike: spot a catch, and grasp it. Back in 2001, Lifestyle International spotted an outstanding opportunity and never looked back. Its mission is to offer Hong Kong shoppers with the most convenient and innovative shopping experience and earn the vote of confidence and loyalty. Today, Lifestyle International stands on the threshold of repeating its Hong Kong success across Mainland China. Opportunities abound, Lifestyle International knows.



夢想推動發展 創造光輝未來

精明的消費者跟精明的投資者很相似：看準機會，一擊即中。二零零一年，利福國際看中崇光百貨的發展潛力，並作出英明決定。本公司的使命是不斷創新，為香港的消費者帶來上佳的購物享受，從而贏得顧客和投資者的信任和支持。今天，利福國際已達到上述的目標，並矢志將香港的成功模式在中國再呈現。因為利福國際知道，到處都是機會。

SOGO
THE GREAT WALL

久光