

# Japan-listed cosmetics review media and retail company opens first store in Hong Kong (with photo)

Japan-listed cosmetics review media and retail company, istyle Inc., announced today (June 7) that it will open its first cosmetics store "@cosme store" in Hong Kong tomorrow (June 8), as part of its global expansion plan to promote its brand via the city.

The new store is located at a tourist hotspot in Tsim Sha Tsui, offering a wide range of popular Japanese cosmetic brands. In what redefines cosmetics shopping experience with cosmetic rankings and testers for almost all products, customers can try products they like and seek advice from professional beauty consultants to find the ideal cosmetics for individuals that the brand calls "Try, Meet, Destiny cosmetics".

The Executive officer of istyle Inc. and the president of istyle Retail (Hong Kong) Co, Limited, Mr Hajime Endo, said that the Hong Kong store follows the model of Japanese stores with event and salon space allowing makeup demonstration and the opportunity for customers to meet with the brand owners.

"Hong Kong is a large market for Japanese cosmetics given the high popularity of Japanese cosmetics among Hong Kong shoppers. With a shop in Hong Kong, we can also reach out huge number of international and Mainland Chinese visitors to promote our brand globally," he said.

He added, "Our '@cosme' brand is well known in East Asia for its information on the ranking of Japanese popular cosmetics and unique cosmetics shopping experience. As Hong Kong is situated in the heart of Asia, we are positioning here as an important region at istyle's global strategy."

The Associate Director-General of Investment Promotion, Mr Vincent Tang, said, "Japanese cosmetics and lifestyle products have enjoyed immense popularity and following in Hong Kong. The opening of istyle's first store in Hong Kong would further add to the range and diversity of the retail experience available in the city, and strengthen Hong Kong's reputation as a premier shopping destination."

About istyle Inc.

Founded in 1999, istyle Inc. is a listed Japanese company which owns the "@cosme" beauty portal sites and cosmetic stores. By analysing both online and offline data about customers' behaviour, the brand sets out specific strategy in different outlets to fit customers' needs. Its first "@cosme store" was opened in Shinjuku, Tokyo in 2007 and istyle Inc. currently operates 25 outlets in Japan and four outlets outside of Japan. For more information, please visit [www.istyle.co.jp](http://www.istyle.co.jp).

## About Invest Hong Kong

Invest Hong Kong is the department of the Hong Kong Special Administrative Region Government to attract foreign direct investment and support overseas and Mainland businesses to set up or expand in Hong Kong. It provides free advice and customised services for overseas and Mainland companies enrolled as its clients. For more information, please visit [www.investhk.gov.hk](http://www.investhk.gov.hk).

For an event photo, please visit [www.flickr.com/photos/investhk/sets/72157694531376802](http://www.flickr.com/photos/investhk/sets/72157694531376802).



---

## Post-office employment for former politically appointed official Ms Patricia Woo Wan-san

The Advisory Committee on Post-office Employment for Former Chief Executives and Politically Appointed Officials has advised on the proposed employment for Ms Patricia Woo Wan-san, former Political Assistant to the Secretary for Transport and Housing, after her departure from the Government on July 1, 2017.

The Advisory Committee considers that, subject to the observance of certain restrictions it has advised, the proposed employment for Ms Woo would not give rise to any potential conflict of interest. The Advisory Committee also does not anticipate adverse public reaction or public perception to arise from the proposed employment.

The Advisory Committee considers and advises on the post-office employment or appointment for former politically appointed officials. In considering each case, the Advisory Committee has regard to the information provided by the former politically appointed official concerned, the assessments by relevant government bureaux or offices, and the criteria for

advice as stipulated in the guidance notes on post-office employment for politically appointed officials.

Details of the above-mentioned case are available at the Advisory Committee's website ([www.ceo.gov.hk/poo/eng/index.htm](http://www.ceo.gov.hk/poo/eng/index.htm)).

The membership of the Advisory Committee is as follows:

Professor Liu Pak-wai (Chairman)  
Ms Elaine Lo Yuen-man  
Ms Susanna Chiu Lai-kuen  
Mr Thomas Brian Stevenson  
Mr Simon Ip Sik-on

---

## Hong Kong's Latest Foreign Currency Reserve Assets Figures Released

The following is issued on behalf of the Hong Kong Monetary Authority:

The Hong Kong Monetary Authority (HKMA) announced today (June 7) that the official foreign currency reserve assets of Hong Kong amounted to US\$432.1 billion as at the end of May 2018 (end-April 2018: US\$434.5 billion) (Annex).

Including unsettled foreign exchange contracts, the foreign currency reserve assets of Hong Kong at the end of May 2018 amounted to US\$424.6 billion (end-April 2018: US\$426.9 billion).

The total foreign currency reserve assets of US\$432.1 billion represent over seven times the currency in circulation or about 45 per cent of Hong Kong dollar M3.

\*\*\*\*\*

At present, four press releases relating to the Exchange Fund's data are issued by the HKMA each month. Three of these releases are issued to disseminate monetary data in accordance with the International Monetary Fund's Special Data Dissemination Standard (SDDS). The fourth press release, on the Exchange Fund's Abridged Balance Sheet and Currency Board Account, is made in accordance with the HKMA's policy of maintaining a high level of transparency. For the month of June 2018, the scheduled dates for issuing the press releases are as follows:

June 7	SDDS International Reserves (Hong Kong's Latest Foreign Currency Reserve Assets Figures)
June 14	SDDS Analytical Accounts of the Central Bank (Analytical Accounts of the Exchange Fund)
June 29	SDDS Template on International Reserves and Foreign Currency Liquidity
June 29	Exchange Fund Abridged Balance Sheet and Currency Board Account

---

## **Suspension of “A Symphony of Lights”**

Attention duty announcers, radio and TV stations,

Please broadcast the following as soon as possible and repeat it at suitable intervals:

The Tourism Commission announces that due to the issuing of Tropical Cyclone Warning Signal No. 3 by the Hong Kong Observatory, "A Symphony of Lights" will be cancelled tonight (June 7).

---

## **Effective Exchange Rate Index**

The effective exchange rate index for the Hong Kong dollar on Thursday, June 7, 2018 is 99.5 (same as yesterday's index).