

French heritage perfumery Henry Jacques offers bespoke olfactory experience in Hong Kong (with photos)

French haute parfumerie Henry Jacques announced today (March 12) the opening of its first boutique in Hong Kong, as part of its ongoing expansion plan to extend the company's legacy in Asia, following openings in Singapore and Kuala Lumpur.

The about 460-square-foot new stand-alone boutique is located at a large shopping mall in West Kowloon, which is well connected to major transportation hubs in Hong Kong. The newly opened boutique provides bespoke perfume consultation services, including the brand's eponymous signature fragrance collection, as well as a range of carefully curated artisanal perfumes specifically put together for its Asian clientele.

Henry Jacques embodies almost half a century of unique craftsmanship and creativity. The new boutique was entirely conceived and assembled in France using old solid oak wood, then vacuum-packed and re-assembled in Hong Kong. Anne-Lise Cremona, Chief Executive Officer and daughter of the founder, Henry Cremona, oversaw the entrance of the business into retail, hence the beginning of its expansion in bringing scents from its library of 3,000 and more in-house creations to a wider audience.

Hong Kong is an international city with a strong presence of high net worth individuals, sophisticated clients and a reputation for excellent customer services. The boutique's connectivity with the airport and high-speed rail in a large shopping mall makes it an ideal location for the company to expand its clientele in the region, as well as to introduce the brand to Mainland consumers.

Associate Director-General of Investment Promotion Dr Jimmy Chiang applauded the opening of Henry Jacques in Hong Kong. He said, "We welcome the new arrival of the brand to our well-established French business community in Hong Kong. It is a vote of confidence in Hong Kong's retail sector. We wish Henry Jacques every success in their business in Hong Kong and beyond."

About Henry Jacques

Founded in 1975 in the suburb of Grasse in southern France, the story of Henry Jacques breathes the very essence of its founder, Henry Cremona, an unrestrained and refined man, a world traveller who drew on his childhood, wanderlust and dreams of faraway lands to feed his inexhaustible passion for perfumes. Today, Henry Jacques continues to impart its rich heritage and legacy with its deep-rooted family traditions to produce decent and unique perfumes, coupled with modernity and innovation. For more information about Henry Jacques, please visit parfumshenryjacques.com.

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