

Global fashion group establishes regional headquarters in Hong Kong with corporate treasury function to drive global expansion (with photos)

Invest Hong Kong (InvestHK) announced today (May 17) that Fashion Momentum Group (FMG), a Chinese fast-fashion retailer, has established its regional headquarters and first outlet of URBAN REVIVO in Hong Kong as part of its global strategy to oversee the Group's corporate treasury function, retail business and global markets expansion.

The Acting Director-General of Investment Promotion at InvestHK, Mr Arnold Lau, said, "Hong Kong as an international business hub and financial centre has solidified its reputation as a leading global hub for supply chain management. Brands like URBAN REVIVO can leverage Hong Kong's strategic location and extensive international resources to expand their international retail networks efficiently. We wish URBAN REVIVO every success in Hong Kong and beyond."

The Chief Executive Officer of International Business at URBAN REVIVO, Ms Vivian Chen, said that the Group started to work with InvestHK on the launch since last year, and was introduced to various international brands and merchandisers, giving them the confidence to establish a presence in the city.

"Hong Kong opens us to a diverse customer profile with an open and friendly business environment featuring zero tariffs and effective infrastructure. The city serves as a bridge between the Mainland and the global market. It's an ideal place for our global expansion," she said, adding "Hong Kong, as a key hub for international fashion exchanges with a vibrant professional services sector, enables for us the further internationalisation of our global operations. We are looking forward to accelerating our growth into both developed and high-potential markets."

Founded in 2006, FMG offers a diverse range of fashion via various brands. Catering to fashion-conscious consumers worldwide, URBAN REVIVO has become a go-to destination for trendsetters, delivering fresh and exciting collections each season. With design centres in London and Guangzhou, the Group combines a unique brand identity with global fashion expertise to consistently captivate its audience.

For more information about URBAN REVIVO, please visit: urbanrevivo.com.

To obtain a copy of the photos, please visit www.flickr.com/photos/investhk/albums/72177720326111303.

