

# Japanese handcrafted eyewear brand Kaneko Optical upgrades Hong Kong office to international headquarters with new concept store opening (with photos)

Invest Hong Kong (InvestHK) announced today (May 16) that Japanese handcrafted eyewear brand, Kaneko Optical, has upgraded its Hong Kong office to an international headquarters as a base for global expansion with an opening of its second concept store in Tsim Sha Tsui, following the successful launch of its first directly managed store in Central in November last year.

The Acting Director-General of Investment Promotion at InvestHK, Mr Arnold Lau, said, "We are delighted to see the expansion of Kaneko Optical in Hong Kong, just five months after its first launch in the city. It shows confidence not only in Hong Kong's status as a global hub for international brands but also in our advantages as a global supply chain management hub."

The Chief Executive Officer of Japan Eyewear Holdings Hong Kong and Japan Eyewear Holdings International, and Director & Head of Global Operations of Kaneko Optical, Mr Toru Akita, indicated that Hong Kong is not only a retail market for the company but also a strategic hub for its international supply chain.

Mr Akita said, "Our Hong Kong office will serve as an international headquarters spearheading the brand's overseas branding and merchandising operations, including our existing wholesale destinations in over 20 countries, as of the end of 2024. In addition, it will gradually take charge of the company's international sales development and corporate treasury management outside of Japan."

He added, "Hong Kong has a rich variety of retail scenarios that we want to tap into. The new concept store in Tsim Sha Tsui, which is our largest presence outside of Japan, will open up new business ties at emerging markets through the growing number of ASEAN, Middle East tourists."

He explained, "One thing we learned after launching our first concept store in Central is the brilliant mix of high-net worth professionals from different parts of the world. Their spending habits and preferences fit well with our market position, and our brand image gets to spread wide through their international networks."

Founded in 1958 as an eyeglass wholesaler, Kaneko Optical has become a recognised trendsetter in the Japanese eyewear industry. With its own

planning, design, and sales of eyewear brands, it actively collaborates with major collections and apparel manufacturers to create original brands.

For more information about Kaneko Optical, please visit [www.kaneko-optical.co.jp/en](http://www.kaneko-optical.co.jp/en).

To get a copy of the photo, please visit [www.flickr.com/photos/investhk/albums/72177720326093396](http://www.flickr.com/photos/investhk/albums/72177720326093396).

