

# California-based fashion designer Cecilia Woo arrives to dress Hong Kong's "Muses"

â€Fashion brand Cecilia Woo opened a retail store in Hong Kong today (August 26), drawing on the city's edgy multicultural style and global status to showcase its offerings to an international audience.

The new store is located in a prime shopping centre in the heart of Tsim Sha Tsui, which features a variety of contemporary art retailers and quality lifestyle products that align with the brand's concept of "Be your own muse". Tsim Sha Tsui is popular with international visitors and local consumers as a shopping district.

Brand Founder Ms Cecilia Woo said that since the business was set up in late 2014 in California, the United States, the brand has been leveraging its concept to serve the specific needs of modern women. Over the years, Cecilia Woo has built a solid foundation in key Mainland cities, such as Beijing, Shanghai and Chongqing, developing a significant following through physical and online channels.

Ms Woo said that the company considers now is the right time to develop the brand across global markets, adding, "Hong Kong is Asia's world city. This place is highly relevant for light luxury brands in terms of fashion trends and ways of life. The city also attracts travellers from around the globe. It is an ideal landing point for us with solid international opportunities."

Hong Kong is one of the fastest-paced cities in the world, she noted. "We appreciate the spirit of women here as well as the work-hard culture, which is very much the essence of this city. Our brand is dedicated to serving modern women. We cannot think of anywhere else that is more relevant than Hong Kong to develop our Muse concept for women," Ms Woo added.

Associate Director-General of Investment Promotion, Dr Jimmy Chiang, said, "Hong Kong's international status adds value for foreign investors targeting global markets. In addition, we offer comprehensive systems such as a low tax regime, an effective legal system and an availability of experienced sales and marketing professionals, making our city the ideal place for brands that want to promote their products and concepts to the world. We are confident that Cecilia Woo can prosper in Hong Kong and thrive in the world markets."

## About Cecilia Woo

The company was set up in California in late 2014 as the Cecilia Couture Corporation, and has registered the Cecilia Woo light luxury brand.

Over the past four years, it has developed its own online and offline sales network and a comprehensive product-design supply chain system. For more information, please visit [ceciliawoo.us](http://ceciliawoo.us).

#### About InvestHK

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

For event pictures, please visit [www.flickr.com/photos/investhk/albums/72157710500077516](http://www.flickr.com/photos/investhk/albums/72157710500077516).

---

## **Police remind public to stay vigilant against thefts on board aircraft**

Police today (August 26) reminded travellers and members of the public to stay vigilant against thefts on board aircraft and not to bring restricted articles into Hong Kong.

Police figures revealed that a total of 328 crime cases were recorded at the airport in the first six months of this year, representing a decrease of 15 cases when compared with the same period of last year. Among them, nine cases were thefts on board aircraft, involving a total of \$0.83 million, while 160 cases were in connection with the seizure of restricted articles, such as extendable batons and stun guns.

Police appealed to travellers to carefully look after their property. They should avoid placing large quantity of cash or valuable property inside the luggage cabin of aircraft, and should lock or zip their cabin luggage properly. In addition, inbound and outbound passengers are reminded not to bring with them any restricted articles when they are arriving in and departing Hong Kong.

---

## **Lifesaving services suspended at**

# Golden Beach

Attention TV/radio announcers:

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

The Leisure and Cultural Services Department announced today (August 26) that due to an insufficient number of lifeguards on duty, the lifesaving services at Golden Beach in Tuen Mun District are suspended until further notice.

First aid services will be maintained at the beach.

---

## Special traffic arrangements on Hong Kong Island

Police will implement special traffic arrangements tomorrow (August 27) to facilitate a public order event to be held on Hong Kong Island.

The following roads will be intermittently closed from 9.30am until the crowd has dispersed and traffic resumes normal:

- Queen's Road West;
- Whitty Street;
- Chiu Kwong Street;
- Des Voeux Road West;
- Praya, Kennedy Town;
- Hill Road; and
- Po Tuck Street.

Vehicles may not be permitted to access or leave car parks along the route during the road closure period.

Actual implementation of the traffic arrangements will be made depending on traffic and crowd conditions in the area. Motorists are advised to exercise tolerance and patience and take heed of instructions of the Police on site.

---

## S for IT to leave for Guangzhou

The Secretary for Innovation and Technology, Mr Nicholas W Yang, will leave for Guangzhou tonight (August 26) to attend 2019 China Industrial Internet Conference & Guangdong-HongKong-Macao Greater Bay Area Digital Economy Conference to be held tomorrow (August 27).

Mr Yang will return to Hong Kong tomorrow afternoon.