



Fion Ipp, Managing Director of AmorePacific Hong Kong

## Be a blessing

Sharing her positive energy during the gloom, Fion has been a blessing to others, says Katie Kwok.

Maybe it is too serious to talk about the global economic tsunami as a feature dedicated to the beauty of ladies, but we found one lady who always stays positive, even in the gloomy atmosphere. Fion Ipp, Managing Director of AmorePacific Hong Kong, is a brilliant example of a warm, friendly and totally positive person.

"Because of my religion, I try my best to live in a way to be a blessing to others, not only for myself." Fion was a bit shy and stiff at the beginning and she revealed the reason "I would like to lead my life in low profile and used to refuse media interviews, however, in the recently gloomy circumstances of the economy and society, I hope to encourage others by spreading positive energy through media."

Established in 2003, AmorePacific Hong Kong was first to bring in the most popular Korean brands, Laneage and Sulwhasoo into the Hong Kong market and rapidly developed from zero to two billion sales now. Today, Sulwhasoo has established the very first flagship store and is going to introduce the first-ever Spa institute in Hong Kong.

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### Down the road

"I strongly believed that the brand will be successful as long as it has products with quality and services of excellence. Meanwhile, Korean culture has created a big hit in Hong Kong, and it seems to me Korean cosmetics will be in demand in Hong Kong," Fion affirmed.

Fion flew to Korea and presented her idea to various Korean cosmetic brands and companies, and finally was granted the distributorship from the largest skincare conglomerate in Korea, AmorePacific.

There was a lot hard work and preparation behind her successful story. "Hong Kong was also an economic downturn when I first started my business in 2003, so, there is more room to start a business during a downturn than in prosperity as everyone is cutting budgets and the cost of setting up a business is comparatively lower when the existing competitors withdraw," Fion said.

### Work-life balance

"There is no doubt that Fion is a successful woman as the Managing Director who has created an empire of Korean cosmetics in Hong Kong. In person, she is a good daughter and a mother who takes care of the family.

"I used to work day and night in the past, but one day when I woke from a health alert, I realized that we can only live once and I should

treasure every moment we have with our beloved ones: my little kid, my husband and my life," Fion expressed.

"The '7 Habits of highly effective people' by Stephen R. Covey inspired her to lead a healthier and better life. "Set your weekly 'To Do List' on Sunday, including different fields that you have to take care of, such as family, health, leisure and work, and evaluate your achievement week by week. You'll find yourself more motivated when achieving your weekly plan."

Fion, thanks for your selfless sharing.  
Katie Kwok@singaporeanews.com

## The passion for fashion

Passion keeps people motivated to create and develop new and distinctive products that overwhelm the world. Louis Vuitton and Christian Dior, the international superb fashion brands that set the trends, are the classic models to demonstrate the passion for creation.

The Hong Kong Museum of Arts understands the hunger of fashionistas for the glorious history of the prestigious brands and specially invited Louis Vuitton and Christian Dior to share their passion and glory.

### A Passion for Creation

In collaboration with the Consulate General of France in Hong Kong and Macau, the inspiring brand presents "Louis Vuitton: A Passion for Creation," in the 17th French May Arts Festival, reinforcing the brand's long history and association with the world of art as well as its passion for working with various artists' inspirations.

In the exhibition, you will experience the association of Louis Vuitton

with arts for over 150 years; the House synonymous with French elegance and style has been drawn from the Victoria and Albert Museum's collections of French and British fashion and photography. More than 30 dresses from the House will be on display, including day wear, cocktail and evening dresses made for high society and royalty.

**Louis Vuitton: A Passion for Creation**  
Date: May 22 - August 9  
Venue: Hong Kong Museum of Art

**The Golden Age of Couture: Paris and London 1947 - 1957**  
Traveling back to the "Golden Age" of Monsieur Christian Dior, the exhibition by the brand focuses on post-war couture during a

**The Golden Age of Couture: Paris and London 1947 - 1957**  
Date: May 30 - Sep 28  
Venue: Hong Kong Heritage Museum



## Testimony of mankind

"One small step for a man, one giant leap for mankind" - Neil Armstrong



### The Evolution: Moon Watch



## Happy Birthday, Marionnaud!

Since its landing in Hong Kong last April, Marionnaud Paris has gathered different prestigious brands from all over the world to the benefit of all beautiful people in Hong Kong to spread the happiness and elegance in birthday. Marionnaud Paris has prepared a array of shopping bonuses and surprises for these dear shoppers.

Newly arrived brands such as, Onano, Sukin and Loreac are only available in Marionnaud Paris. Don't miss them!

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Apollo 11 40th Anniversary Limited Edition watches celebrate the glory of all mankind and the brilliant performance of the brand.

Inheriting the excellent craftsmanship of the Moon Watch, the limited edition's dial is protected by Hesalite, which is ideally suited for use in space - there is no chance that it can break apart and send potentially dangerous fragments into the low-gravity environment.

To honor the achievement of the Moon Watch, the Apollo 11 "Eagle" mission patch is stamped on the caseback along with the words, "The first watch worn on the Moon" together with the date and time engraved.

An ultimate luxury edition of the watch, The Platinum Limited edition is also being released, 99 pieces, with the case body screws and pin bracelet made of platinum and the medalion from the small second counter made of 18K yellow gold in 42mm.

The brand has specially invited the heroes of the story, Neil Armstrong and Buzz Aldrin to celebrate the magnificent moment of the launch of the limited edition and share their evergreen memories of the lunar module.

What is the next target for human beings and the brand of the universe? "May be Mars"



## Rewrite the Future

Today's children are tomorrow's hope. DIVI L'GARI is committed to the nation and contributes to the "Rewrite the future" campaign of Save the Children, with the objective of raising € 10 million by the end of 2009 to provide quality education for eight million disadvantaged children. They will raise it through sales of the specially designed silver ring engraved with Save the Children logo, from 1 February to 31 December 31.

The project has gained support from well-known international photographers and celebrities, including Fabrizio Ferris, Isabella Rossellini, Ronaldinho, Eddie Van Halen and more. Ferris has donated his time and talent to creating portraits for these celebrities for a special exhibition which will be staged at the atrium of the Landmark from June 5 to 11, together with an exclusive collection of 18 1/2 karat masterpieces.



## Indian delight

Inspired by the beauty of Indian motifs and culture, Mantra was founded in 2004 to celebrate the mysterious ancient essence of luxury. The Mantra logo, the OM symbol, which is as old as the earth, tells of the respect from the brand towards a deep love of India.

Created with precious gems, the accessories collection from the brand is all about luxury. Simply engraving the round Mantra OM symbol on to the curving studs in solid silver and dipped in 18Kt gold would win the love of ladies who adopt a simple yet elegant life.

The Mantra Moonstone and Yellow Jasper Bracelets further identify the unique esteem of Indian culture for the brand. A solid silver Mantra OM charm dropped in white gold on a moonstone bracelet, the dream stone, is believed, can calm and heal the inner self of a person. Another similar design on yellow jasper carries the sun's rays and balances the emotion and energy of oneself!

Mantra is now available online:  
[www.mantrafashion.com](http://www.mantrafashion.com)