

Japanese eyewear brand rides on Hong Kong's international status to spur global business expansion

Japanese eyewear brand JINS Inc opened its first store in Hong Kong today (September 28) as part of its global expansion plan, utilising the city's sophisticated retail market to tap into the growing eyewear market in the region.

The Hong Kong store at a major Kwun Tong shopping mall measures about 1 000 square feet. Customers can select from a collection of 1 000 frame designs, and have their prescription glasses ready in 30 minutes at the earliest, according to the General Manager, Overseas Business Development Division, JINS Inc, Mr Mikiya Yamawaki.

He said that the company aims to become the world's leading eyewear brand by accelerating its global expansion plan. "We have been extending our presence in the region and Hong Kong is an inevitable choice of base as the city has a fast-growing and vibrant eyewear market."

He added, "Japanese products and brands are popular with consumers in Hong Kong, and they appreciate high-quality goods and innovative ideas. It is an ideal place from which to expand our business. We hope to provide unique and high-quality glasses and services through our Hong Kong store."

Associate Director-General of Investment Promotion Dr Jimmy Chiang welcomed the opening of the first JINS store in Hong Kong. He said, "It will not only add new choices of eyewear for local customers, but also bring new designs and technologies from Japan to the local industry."

About JINS Inc

JINS Inc (previously JIN Ltd) was established in 1988 and has been developing its eyewear brand JINS since 2001. With "Magnify Life" as its vision, the company aims to deliver high-quality glasses at accessible prices by establishing its own SPA ("Specialty store retailer of Private label Apparel") business model. As one of the largest eyewear brands by volume in Japan, the company created a new market for functional eyewear with no extra charge for prescription glasses. As of August 2018, it had 510 stores in Japan, Mainland China, North America, Taiwan and the Philippines. For more information, please visit www.jins.com.

About Invest Hong Kong

Invest Hong Kong 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 enrolled as its clients. For more information, please visit www.investhk.gov.hk.