

Japanese handcrafted eyewear brand Kaneko Optical opens first directly managed store in Hong Kong to raise brand image (with photos)

Invest Hong Kong (InvestHK) announced that Japanese handcrafted eyewear brand, Kaneko Optical, will open its first directly managed store in Hong Kong tomorrow (November 30), offering high-end Japanese craftsmanship and genuine handmade eyewear to customers in the city.

Associate Director-General of Investment Promotion Mr Arnold Lau welcomed the opening of Kaneko Optical's first store in Hong Kong. He said, "It offers not only a premium choice of eyewear for local customers, but also shows the attraction of Hong Kong as a global hub for international brands. We look forward to supporting Kaneko Optical and wish it every success in Hong Kong."

Located in the heart of Central Hong Kong, Kaneko Optical offers handcrafted eyewear produced at the brand's factories in Japan, along with optical services. Its Chief Executive Officer of Japan Eyewear Holdings Hong Kong and Japan Eyewear Holdings International, and Global Strategy Officer of Kaneko Optical, Mr Toru Akita, said, "We already have a number of wholesalers in Hong Kong who sell our glasses. Many customers from Hong Kong already know our brand and visit our shops in Japan. Many of them have requested that we open a directly managed shop in Hong Kong."

He added, "We want to make good use of our Hong Kong shop to enhance our brand image in the city and offer better service to local customers, where they can enjoy our maintenance, repair and eyeglass consultation with peace of mind after purchase."

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/.

To get a copy of the photos, please visit www.flickr.com/photos/investhk/albums/72177720322198241.

