

Thai luxury health and beauty brand opens first overseas store in Hong Kong (with photos)

Invest Hong Kong (InvestHK) announced that Thai holistic wellness and lifestyle brand PAÑPURI has officially opened its first store in Hong Kong today (August 27), taking the brand to the world stage.

Associate Director-General of Investment Promotion Dr Jimmy Chiang lauded the move, saying, "Cosmetics and personal care products are popular shopping categories for both locals and visitors. The opening of PAÑPURI in Hong Kong offers not only a premium choice for customers, but also shows the attraction of Hong Kong as a global hub for international brands. I wish PAÑPURI every success in Hong Kong and beyond."

The new store at a cultural-retail shopping mall in Tsim Sha Tsui offers a wide range of fragrance and beauty products, including essential oils, ambience diffusers, fragrances and more. It also provides an exclusive Hong Kong Edition EXTRACT Perfume Oil collection and a Bespoke Sensorial Bar for customers to design their own signature scent with the assistance of trained specialists.

Managing Director of PAÑPURI Mr Pramote Dechaboonsiripanich said, "Hong Kong's consumers are known for their refined taste and demand for premium products, which presented a strategic opportunity for us to grow our customer base. Additionally, Hong Kong serves as a gateway to the Mainland and a global business hub, making it an ideal location for expansion. Our data also shows that Hong Kong customers rank among our top clients, so this move allows us to better serve both local and international customers."

He added, "Our goal is to expand to three or four stores in Hong Kong and to establish our Hong Kong office, capitalising on the city's status as a strategic gateway to Asia and a sought-after international hub. Our Hong Kong office will play a pivotal role in overseeing operations across Mainland China, Hong Kong and Macao. Its key responsibilities will include driving sales, marketing initiatives and planning, as well as enhancing our retail capabilities over the next few years."

For more information about PAÑPURI, please visit www.panpuri.com.

To get a copy of the photos, please visit www.flickr.com/photos/investhk/albums/72177720319824763.

