

UK visual content creation company opens first Asian branch in Hong Kong (with photos)

â€‹UK visual content creation company, I Heart Studios, announced today (October 17) that it has opened its first Asian studio in Hong Kong, as part of its overseas expansion plan to reach out customers in the Asia Pacific region via the city.

I Heart Studios provides a one-stop solution for clients to produce high quality visual content, photography and moving image, for e-commerce, editorial, social media and campaign purposes. It focuses on fashion, beauty and lifestyle sectors, but also offers services to other industries such as fast moving consumer goods, electronics and corporate marketing.

Its Global CEO, Mr Sjors Bos, said that the company has been looking to expand in Asia Pacific region since 2014. After successfully launching its business in London and Amsterdam, The Netherlands in 2011 and 2016 respectively, it decided that Hong Kong was the ideal entry point for Asia Pacific region.

Mr Bos said, "Hong Kong is still the place where East meets West. The city has a dynamic local marketplace and entrepreneurship as well as great connectivity to the wider Asia Pacific region. There are sustainable local and global opportunities for us to launch our business here."

He added, "Our Hong Kong office starts with providing the local market with our services, but as a business we have a larger regional mindset for the future. We are focusing on local brands and retailers, Asia Pacific headquarters of brands and marketing agencies and will also extend our services for European customers who want to get access into Asia."

Associate Director-General of Investment Promotion, Dr Jimmy Chiang, said, "Hong Kong as one of Asia's most sought-after creative hubs welcomes the likes of I Heart Studio. With world-class internet connectivity, our city provides an excellent online and mobile platform for companies to develop their online marketing strategies, hence plenty of business opportunities for marketing companies."

About I Heart Studios

Founded in 2011 in London, I Heart Studios is a visual content creation firm producing high quality photography and moving image for a range of clients across the fashion and lifestyle industry. Apart from London, it also operates in Amsterdam and now in Hong Kong with a talented team of more than 180 people serving over 300 clients per year with high quality visual content. For more information, please visit www.iheartstudios.hk.

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