



GLAM-IT!

One for the Girls: Female Entrepreneur of the Year

Talented and driven JENNIFER CHENG is empowering women like never before as she reveals the soul of beauty in the heart of Hong Kong.

BY JONATHAN WONG & PHYLLIS CHIANG.

If glamour is in the heart, beauty is in the soul, according to Jennifer Cheng, accomplished businesswoman and beauty, fashion, lifestyle, technology junkie. Her latest venture Glamit! encourages women worldwide to find true beauty from within.

“Glam-it! is all about bringing ordinary girls the luxurious experience of being a star. As a brand, we are inclusive of everyone,” says Cheng, “but at the same time we show them how to celebrate life.”

Makeup is nothing new to a girl who grew up wanting to be an enchanted princess. For Cheng, it was like magic dust that gets you looking every bit the belle of the ball.

On breathing new life into an age-old accessory, few imagined her ideas would take flight. Today, her little atelier on Humphrey’s Avenue, Tsim Sha Tsui grows more popular. A little Mecca to the ‘girl within’, the boutique resembles a movie star’s backstage with lights, director’s chairs, a wardrobe filled with trendy apparel, watches, bags and, her much talked-about ‘GlamPact’.

Beating the Odds

In a market defined by brand-crazy consumers, Cheng has managed to make a name for ‘Glam-it!’, as its Founder, CEO, and chief brand ambassador. She and her team refer to her as Chief Glam Girl in a half-joking, half-earnest sense. Her understanding of women’s needs continues to resonate among a growing portion of the crowd. “It is very demanding to be a girl nowadays; you have to be capable, pretty, and always ready to spot opportunities,” says Cheng.

“When I was an actress in the States,



Glam-it! ‘Chief Glam Girl’
Jennifer Cheng.

I would often drop my makeup on the train when hurrying to auditions,” she says, disclosing her inspiration for the GlamPact. “We want to save time and space for today’s busy young ladies. Asian women in particular, who favor petite bags, find our product very appealing.”

Our hero product and invention, the patent-pending GlamPact is an all-in-one refillable, customizable makeup compact with a rechargeable LED light, resembling a Hollywood vanity mirror. She dubs the product the smartphone or ‘iPhone of makeup’, encompassing portability, convenience and cutting-edge design. With 11 interchangeable slots for a whole gamut of cosmetics ranging from foundation to lip-gloss, girls on the go no longer have to fumble with cumbersome kits to look their best. She also hints at an appstore in the future, for all cosmetics and brands to join an open-source platform so that girls can “download” and put any makeup into GlamPact.

“We created the brand, but users also help power innovation by telling us what they want. ‘Change with the customers or

die’; that is our belief in doing business today,” she says. Glam-it! however does not only flow with changing tides. The groundbreaking changes it introduced may alter how the greater public interacts with makeup.

Icon of the Times

“I believe in omni-channel retailing – being both online and offline – as you have to be everywhere your customers are.” An avid social content creator, Cheng keeps up with her dynamic consumer base through daily online research and interaction amongst her network of influencers, celebrities, and key opinion leaders, extending her influence over various social media platforms and simultaneously marketing her products.

Cheng’s fervor and conviction continue to encourage and inspire. Her work fosters togetherness, bringing women closer through a shared love for makeup. The iconic heart-shape on each Glam-it! product is a clear statement: that a brand of true quality makes a positive impact on society. “The heart symbol is a universal one in that it represents love. You show our logo to any one in any country anywhere, and they understand the meaning of love for self, love for others, and love itself as paradigm. We want our brand to spread its message.”

Jennifer Cheng’s spirit of enterprise, passion, and unwavering resilience are the stuff great success stories are made of. For her, time is precious currency, and with her vision and values, it is well invested. ■

For additional information please visit www.glamit.com