



PS GROUP

Executive Grooming, Grooming Executives

Top executives equally desire trendiness in personal grooming when climbing the ladder. MS LIZA CHEUNG, the lady with a vision for professional grooming, is running the celebrated PRIVATE i SALON.

In 1996, Liza Cheung founded PS GROUP, the powerhouse of beauty and styling, when she saw the growing need of the elegance-conscious people in Hong Kong.

Since then, the hair salons branded PRIVATE i SALON in the Group have been flourishing with the luxurious services. In 2000, the Group strategically expanded into the business of nail care, skin care, hair care as well as distributing high quality associated products in order to enhance one-stop-shop model for Asia's most discerning customer segments.

Executive Grooming

"Professional grooming for executives continues to grow," Liza opined, "executives could be even more demanding than hipsters or commercial artists when it comes to personal grooming." Liza added, "That is why we are constantly connecting our hair stylists with the business community and industry peers in other developed economies to bring the best executive styles to our customers. We also try to bring out the best of the individuals for enhancing their own executive charm."

Quality Services

"We offer convenience to our customers strategically at locations where they are. We are not everywhere. Central, Tsim Sha Tsui, Kowloon Tong and Causeway Bay are the key regions we operate. We are also in a few five star hotels for serving the luxury craving segment. For some locations, we are providing hair, nail and beauty services as well in one single shop for realizing our one-stop-shop service model. You can easily find us under the names of PRIVATE i and NAIL NAIL. For example, we run ifc PRIVATE i SALON and my NAIL NAIL at ifc, QG PRIVATE i SALON at Four Seasons Hotel and



Liza Cheung: "Our mission is to bring more value added, exclusive and quality services and products to our customers in the upscale market."

i PRIVATE i SALON at Festival Walk. What's more, we have not forgotten about parents as we are for example also operating PRIVATE i GARDEN Kids SALON at Festival Walk."

Liza furthered, "In order to manage such a service network, we pay serious attention to the training and development programmes for our stylists and staffs for perpetual upgrade of their skills, techniques, trend consciousness and most importantly the way our customers want us to serve."

Customer centricity is seen at our shops in a range of attentive services. One latest addition is the serving of delicacies like cookies with new gourmet division called PS Deli."

Meeting Market Changes & Demand

"Recently the Hong Kong economy is facing headwinds. The business



environment is getting more volatile and the spending power of general public seems decreasing. With our commitment to quality and professional services, we are creating more value-added services to our discerning customers for their greater delectation. We are leveraging our market position to import from overseas highly reputable and functional products in beauty and style to capture the upscale market that doesn't compromise on modish needs." Liza commented.

"We have expanded into beauty retail business despite the intense competition. In April 2015, we launched the brand of PRIVATE i Beauty which is a luxurious and modern beauty retail concept store offering fabulous exclusive beauty and lifestyle products for the opulent. The first shop was opened at LCX Tsim Sha Tsui as a pop-up store, followed by the opening of more in Central, Causeway Bay and Festival Walk in 2015."

To Your Doorstep

"Besides, we will leverage the online platform to promote our business. PRIVATE i Beauty Online Store has been successfully launched and is now available for our customers to purchase products online with free delivery service over certain spend threshold. Customers can read our product news and special promotions, and view on demonstration videos in this online store."

Liza concluded with sharing the core values of PS GROUP, "Teamwork, Creativity, Caring & Sharing, Professionalism and Globalism are at our hearts. Our passion and commitment in this industry is also a success factor for the company in all these years for delivering exceptional services and growing through opportunities." ■

For additional information please visit www.psgroup.com.hk