



PS GROUP

Your Professional Image Partner

With several brands representing distinct categories of professional beauty services united under a single banner, LIZA CHEUNG's company holds much clout in the industry.

PS GROUP was established in 1996. "At that time, the beauty industry's structure was in a state of critical development, as we could foresee that people were becoming more demanding and had more purchasing power to seek better quality," says Liza Cheung.

The company operated the famous PRIVATE i SALON exclusively in its first years. In the year of 2000, it began to engage in further nail, skincare and hair care services. It also sourced and distributed high-quality international hair, nail and beauty products, with a view to provide customers a one-stop beauty hub.

"The Hong Kong market is becoming much more complicated and competitive. Customers can get information from different channels and know to choose the best. They look for new and trendy stuff, high quality, reasonable prices, value-added services and a touch of personalization and prestige. The trends and technologies of the beauty industry change very rapidly, as do customer expectations. We therefore need to keep abreast of industry changes and customer needs."

Highly Recognized

PS GROUP continually develops its brand to target different market needs. These currently include PRIVATE i SALON, NAIL NAIL, PRIVATE i SKIN CARE & BEAUTY CLINIC, and PS Professional Hair Care Centre. It most recently launched Popcorn PRIVATE i SALON for the younger market, PRIVATE i GARDEN Kids Salon for children's hair services, and my NAIL NAIL and in NAIL NAIL, offering more premium nail care.



Liza Cheung, CEO of PS GROUP.

The company distributes a diversified catalogue of at least 20 hair, nail and beauty products. Listed are Milbon and Lebel from Japan, KEVIN.MURPHY from Australia with hairstyling products specifically for stage performance, natural hair brand MY.ORGANICS from Italy, unique nail polish appliqué Incoco and professional nail brand Barielle Pro Line from the US.

"Our company slogan 'Your Professional Image Partner' means we want to give our customers beauty services and products from head to toe," says Liza. "Our comprehensive businesses make us a leading group of companies in the Hong Kong beauty market."

Conveniently located in the prestigious business areas of Central, large shopping districts of Causeway Bay, Tsim Sha Tsui, and Kowloon Tong, as well as a number of five star hotels, the wide network of PS GROUP shops is

well within reach. The company pays much attention to service quality, regularly upgrading through various staff training programs, constantly improving its service standard. It also caters special services, such as its gourmet division PS Deli, which makes handmade cookies to serve as snacks for customers.

Expanding the Territory

At present, the group plans to bolster its beauty retail business. "In April 2015, we launched the brand PRIVATE i Beauty, a luxurious and modern beauty retail concept store with various upscale beauty and lifestyle products. The first store opened as a pop-up in LCX Tsim Sha Tsui. New shops are coming in Central, Causeway Bay and Festival Walk this year," says Liza.

In addition to physical retail shops, PS GROUP leverages the digital platform to promote the brand. PRIVATE i Beauty Online Store is available for customers to purchase products online with free delivery services at a minimum order. Constantly updated, it also features product news, special promotions and demonstration videos.

Liza Cheung's relentless pursuit of growth and improvement has brought PS GROUP its astounding success. Her efforts unceasingly build towards becoming a preeminent beauty brand in Hong Kong.

"Our company has five core beliefs: 'teamwork, creativity, caring and sharing, professionalism, and globalism'. We believe these are especially important for the beauty industry. Our passion and commitment in this business is certainly an important factor in our success." ■

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