

Case Study



“Hong Kong is an ideal location for businesses to enter Asia markets and to gain market share, especially in Mainland China.”

Dr Davide Bollati
Group Chairman
Davines S.p.A.

Cultivate Sustainable Beauty through Hong Kong to Asia

Italian beauty brand Davines positions Hong Kong as a distribution hub to deploy its high quality hair and skincare products to the Asia market

Founded in 1983 in Parma, Davines manufactures and supplies high quality haircare and skincare products to salons and spas worldwide with presence in 97 countries. Besides the Parma headquarters, the company also has branches in New York, Paris, London, Mexico City, Deventer and recently opened a representative office in Hong Kong.

In Hong Kong, Davines hair products are distributed to professional hair salons while skin care brand Comfort Zone products are available in beauty centers and hotel spas. There is also a training centre and showroom for salon professionals to get to know the brand in greater detail and encourage more interaction. According to Dr Davide Bollati, Group Chairman, the increase in beauty interest and high disposable income have been the major growth factors for haircare and skincare products in Hong Kong. The professional haircare market is estimated to grow at an annual rate of 2.9 percent and the number of salons, propelled by rising demand of young consumer, is estimated to rise in the coming years with an increasing demand for professional beauty services.

Other than tremendous market potential, the strategic location of the city and the international environment also represent great business opportunities for the company to set up the Hong Kong office as their Asia distribution hub. “Hong Kong is an ideal location for businesses to enter Asia markets and to gain market share, especially in Mainland China,” Dr Bollati said.

In December 2016, the Davines Group obtained a B Corp certification. B Corps are for-profit companies certified by

the non-profit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency. Since its origin, the group has a vision on promoting sustainability, challenging itself with projects that combine profit and positive impact on people and the environment by raising awareness and actively involving stakeholders. By pursuing the company’s vision of “sustainable beauty”, the company has been involving in many projects devoted to maximise the positive impact on both the environment and the community.

InvestHK supported the Davines Group to better understand the Hong Kong market by offering up-to-date market information and advice on market entry with its potential and business opportunities.

Davines S.p.A.

- Founded in Italy in 1983 with branches in New York, Paris, Mexico City, Deventer and a representative office in Hong Kong
- Manufacturer of Davines haircare products and [comfort zone] skincare products
- Obtained a B Corp certification in December 2016

Davines.com

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