

PARDGROUP ADVANCES “GLOCAL” VISION IN LUXURY RETAIL MARKETING

Pardgroup is expanding its APAC headquarters in Hong Kong to accelerate regional growth.



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FRANCESCA RAPISARDI

Group CEO
Pardgroup

“Luxury retail today is no longer only about creating beautiful spaces. It is about building immersive experiences that forge emotional connections between consumers and brands,” said Francesca Rapisardi, Group CEO of Pardgroup.

This philosophy underpins Pardgroup, an international retail services and field marketing group with Italian roots. Guided by its “glocal” strategy, integrating global coordination with deep local expertise, the company goes beyond traditional marketing to deliver end-to-end retail solutions. Its capabilities span store design, production and event activation, enabling brands to translate creative concepts into compelling, on-the-ground experiences.

Ideal Hub for Servicing Luxury Business

Hong Kong is a sophisticated and globally connected hub for high-end retail and lifestyle brands. Pardgroup established its APAC headquarters in Hong Kong in 2024 to strengthen its support for its international clients and accelerate its growth across Asia.

“Today’s luxury consumers are not only seeking aesthetics; they value culture, storytelling, education, and a deeper sense of brand purpose. Establishing a presence in Hong Kong allows us to access top-tier talent and deliver projects to international-quality standards, while remaining agile in adapting to the cultural nuances and market

needs across Asia. It also enables close collaboration with our team in the Chinese Mainland,” Rapisardi noted.

Bridging Global Brands to Asia

Pardgroup leverages Hong Kong’s role as a global super-connector and its business-friendly environment to support regional expansion. “Hong Kong is an international, open, and highly efficient market for doing business,” Rapisardi said.

The company is also strategically positioned to tap into the vast opportunities within the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). “The GBA is central to our long-term APAC strategy, offering a unique combination of international business culture, advanced production capabilities, logistics infrastructure, and innovation,” Rapisardi said. “It serves as a strategic gateway connecting our European, US, and Middle Eastern clients with opportunities across APAC and the Chinese Mainland.”

Looking ahead, Pardgroup plans to expand its Hong Kong team, with a focus

on commercial and project management talent to support increasingly complex, cross-market brand activations.

InvestHK has been supporting Pardgroup’s market expansion. “Beyond publicity support, InvestHK offered professional advice on visa application and talent recruitment, and facilitated introductions to potential local partners, providing meaningful support to our company,” Rapisardi concluded.

Pardgroup

- Headquartered in Dublin, Pardgroup has a global presence with offices in major hubs including London, Dubai, Madrid, Milan, Lugano, Paris, New York, Hong Kong, and Shenzhen
- The company specialises in end-to-end retail execution, including shop windows, pop-up stores, exhibition structures, merchandising, and in-store promotion
- Its clients span a wide range of sectors, including fashion, beauty, consumer electronics, food and beverage, and hospitality

 [pardgroup.com](https://www.pardgroup.com)

