

Love, Bonito's Retail Expansion in Hong Kong

Prominent Southeast Asian womenswear brand accelerates Hong Kong operations in strategic move to bolster global footprint.



strong presence. Adopting a client centric approach, the retailer has been swiftly extending its online and physical presence in Hong Kong, laying the foundation for its accelerated international expansion.

Gaining Momentum in Hong Kong

Love, Bonito creates its own collections specifically tailored for everyday Asian women. The brand takes into consideration various factors such as physique, skin tones, preferences, and climate to ensure the optimal fit and comfort of its apparel. Establishing a strong foothold in Southeast Asia, Love, Bonito ventured into the Hong Kong market in 2019. According to Dione Song, CEO of Love, Bonito, the company recognised significant growth opportunities in Hong Kong at that time.

Song expressed, "We noticed that the audience demographics in Hong Kong closely resemble those of our home base, Singapore. Both cities are cosmopolitan and have women leading diverse lives with numerous responsibilities. Therefore, we aim to provide this community with functional and aesthetically pleasing clothing that offers value beyond international brands."

According to Song, the dynamic retail market in Hong Kong has contributed to Love, Bonito's growth. From its first-ever pop-up shop in Central to now having four shopping spaces in the city within the last year, the brand has consistently expanded its local customer base. She explained, "We offer eCommerce, physical, and social touchpoints. In recent years, we have witnessed significant revenue growth in

Hong Kong. Despite the challenges posed by the pandemic, we boldly inaugurated our flagship store in the bustling commercial hub of the city in 2022."

"We are thrilled to announce the opening of our brand's largest experiential store in a prime shopping district this September. This store aims to provide a carefully curated retail experience for our Hong Kong community," she added.

Integrates Online and Offline Channels

Eyeing on the digital-savvy Hong Kong consumers and high footfall in shopping districts, Love, Bonito seamlessly integrates online and offline channels to enhance customer experience. "The omnichannel potential in Hong Kong is truly remarkable. As a digitally native direct-to-consumer brand, we are well-positioned to capitalise on these opportunities. We comprehend the needs and shopping behaviours of our community through data-driven insights. Besides, physical space is equally vital for us to engage with our community. We incorporate creative in-store concepts and enable our customers to try on our clothing, offering a unique, highly personalised shopping experience," Song stated.

"The Hong Kong market is stable and robust. Our presence here energises our overall operations and internationalisation strategy. As we move forward, we will further solidify our presence in Hong Kong and aspire to become the ultimate fashion destination for Asian women worldwide," she concluded.

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Dione Song
CEO
Love, Bonito

Love, Bonito

- A global womenswear brand with a dominant presence in Southeast Asia
- It has four shopping spaces in Hong Kong and ships to 20 countries worldwide

 lovebonito.com/hk