

eslite: a Fusion of Literature and Lifestyle, Provider of Cultural Content

“We would like to offer an attractive career path to our staff and we welcome more talent to join the eslite group with our upcoming store openings in Hong Kong and various projects on the Mainland. We would like our employees to grow and develop with us.”

Allen Su, Vice President
eslite Hong Kong



The eslite, one of Taiwan’s major bookstore and lifestyle companies, has established two stores and created nearly 200 job opportunities in Hong Kong since its first opening in 2012

eslite’s business model has proven popular among the Hong Kong customers. After the first opening of its book-and-lifestyle operation in an upscale property in Causeway Bay, a prominent shopping destination in Hong Kong, the company has recently further expanded into Tsim Sha Tsui, an area popular with overseas and Mainland visitors. The move tapped into the growing interest in products and handcrafts from Taiwan. The Tsim Sha Tsui store covers close to 40,000 square-foot and features a range of products including fashion accessories, ceramics, jewellery, educational toys, beauty products and food products, to name a few.

“The experience at the two megastores is each distinctive,” Allen Su, Vice President of eslite Hong Kong, said. “While eslite Causeway Bay is one of the largest bookstores in Hong Kong, containing the entire collection of our books, the new store at Tsim Sha Tsui features over 40 brands selling lifestyle items. These two main lines of products complement each other and add variety and interaction when customers wander among books and non-book items, producing a new kind of reading experience.”

Hybrid Strategy

eslite’s hybrid strategy has been successful in attracting many retail brands, both from Taiwan and overseas; also it provides an established platform and excellent venue management support for these new entrants to the Hong Kong market.



“During its inception, eslite established its hybrid retail strategy by injecting rich cultural content into different aspects of our operation. This has led to the addition of bookstores, galleries, art and event spaces, creative platforms into our business scope,” Su explained.

“Reading is at the root of eslite. Our journey begins with reading. We try to interpret the meaning of reading in broader terms, and to extend the imagination from reading to various aspects of life. At the same time, the diversified atmosphere from bookstores brings people a more cultural creative lifestyle.” he said.

Welcoming New Talent

eslite created around 200 job opportunities in Hong Kong at the end of 2015, and provided opportunities for employees to develop within the retail industry. “We would like to offer an attractive career path to our staff and welcome more talent to join the eslite group with our store openings in Hong Kong and various projects on the Mainland. We would like our employees to grow and develop with us,” Su said.

InvestHK has been providing support to eslite since the early days of its expansion into Hong Kong. The department continues to offer facilitation and advisory services to the new tenants who have been introduced to Hong Kong through the new eslite stores. These services included information on the retail sector, introduction to service providers, advice on expatriate relocation and recruitment of local staff.

eslite

- Founded by Robert Wu in 1989
- Operates 43 stores in Taiwan, two stores in Hong Kong and one store in Mainland China

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