



Kenford Opens Brand New Concept Flagship Shop in Central - BELLESA Styling Bar

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Novel Hair-styling and Beauty Treatment Experience Unike Any Other

(12 June 2014, Hong Kong) Kenford Group Holdings Limited (“Kenford” or “the Group”; stock code: 464) is delighted to introduce **BELLESA**, an exciting new lifestyle brand offering a one stop hair styling and beauty solution. Popular actress Ms. Nancy Wu, together with the Group’s management, hosted the opening and ribbon cutting ceremony of its new concept flagship outlet - **BELLESA Styling Bar** today. **BELLESA Styling Bar** is located on the 7th floor, Century Square, D’Aguilar Street, Central.

Contemporary women have to juggle the competing demands of work, life and family whilst pursuing beauty. This pursuit is a career-long quest for the best beauty solution. Thus, the brand-new **BELLESA styling bar** is the ideal partner for the ultimate combination of beauty and lifestyle. **BELLESA**’s stylists will work with women and girls to exude their innate feminine beauty. And for a limited time only, ladies have the opportunity to toast the beauty transformation experience with a complimentary drink.

Innovative concept : “No Cutting \ No Colour”; Just Hair Styling + Make Up to Accentuate Innate Beauty

This concept created in the West has officially debuted in Hong Kong market with the opening of the **BELLESA Styling Bar**. This hair service excludes cutting, dyeing and perming, and instead focuses on providing professional styling and make up services for a novel and more naturally beautiful appearance that is unique to every woman.

BELLESA Hair Products

The **BELLESA Styling Bar** utilizes products from Kenford’s own brand **BELLESA**, including hair dryers, hair stylers and hair curlers. These products are specially designed to prevent damage to hair during styling, and to enjoy **BELLESA**’s expert styling services in comfort and with peace of mind.

Creative Fashion Party

BELLESA Styling Bar marks Kenford’s debut into the world of lifestyle brands. In addition to the emphasis on beauty, **BELLESA** also encourages the spirit of sharing with friends and family, especially parent-child interaction. **BELLESA** provides party services for women and girls both in the day and at night, and even offers styling services for young ladies under the age of 12.

Photo Caption :



(From left to right) Mr and Mrs Albert Lam, Chairman of Kenford, Ms. Nancy Wu, popular actress, together with Mr and Mrs Ricky Tam, Managing Director of Kenford, hosted the opening and ribbon cutting ceremony of the Group's new concept flagship outlet - BELLESA Styling Bar in Central today.

About BELLESA

BELLESA is Kenford's first fashion and lifestyle brand, and the **BELLESA Styling Bar** is its pilot project. **BELLESA** is committed to expanding the brand to include a series of haircare products, and eventually to be the one-stop solution and an internationally renowned name for everything from hair styling to hair care.

About Kenford Group Holdings Limited (stock code: 464)

Kenford Group Holdings Limited listed and commenced trading on the Main Board of the Stock Exchange of Hong Kong Limited in 2005. It is a leading player in the design, manufacture and sale of a wide range of electrical haircare and healthcare products. Kenford garnered "The Most Reliable Haircare Products Manufacturer Award" in 2013, demonstrating the strong trust in the Group's highly reliable haircare products by its renowned internationally branded clientele. Boasting quality products and industry expertise, Kenford enjoys long-term, solid partnerships with world-renowned electrical appliances corporations. The quality of its products is testified by capturing a number of awards during the past 10 years. The Group's primary business is the design, manufacturer and sale of a wide range of electrical haircare products, electrical healthcare products and other small household electrical appliances.

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