

Meiyume's latest collection is sustainable and an ode to 80s inspired nostalgia

The sustainable Block Party Kit is a bold throwback to the 80s.

Hong Kong, 27 September 2021 – Meiyume, a one-stop-shop partner of product and retail solutions for the beauty industry, is wrapping up summer with their bold and colourful Block Party Kit. The playful packaging, all made from sustainable materials, is paired with clean skincare formulated in-house, including a Night-Out Radiance Treatment Mask and a skin-renewing Hangover Moisturizer.

The skincare vessels come in capacities of 60mL and consist of three fully recyclable parts: an aluminium cap and jar, and a refillable capsule made from recycled plastic. Both the cap and jar are completely customizable in any colour or pattern, creating versatility for brand imagery.

The smart-refill system allows consumers to easily replenish their product with a simple push-and-release of the inner capsule, which is compatible with cosmetic formulas including cream and gel. The complete Block Party Kit is ready to gift in a recyclable molded pulp carry case made from high quality plant fibers. The eco-designed material can also be elegantly molded into different shapes and sizes.

As for the skincare product within, the Meiyume team has selected two clean in-house formulas. The Night-Out Radiance Treatment Mask is an anti-stress glow mask for dull lackluster skin. It combines both physical and chemical exfoliants, including Ayurvedic Turmeric Oil, to visibly prepare and tighten the appearance of pores, perfect before the application of makeup. The Morning-After Awakening Moisturizer is a morning tonic for the face – a cooling, lightweight cream that hydrates and depuffs to reveal dewy bouncy skin. The formulation contains a phyto-endorphin complex from Monks Pepper for mood-enhancing properties.

The Block Party Kit demonstrates Meiyume's continued commitment to meeting evolving consumer needs through innovative products and solutions.

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About MEIYUME

Meiyume is a one-stop shop partner of product solutions for fragrance, skincare, and colour cosmetics, and digital retail solutions such as interactive POS displays with data capture and insights. Meiyume is one of three product vertical businesses (Beauty, Sweaters, Furniture) formerly part of Li & Fung, which were divested in April 2018 and today operate as LH Pegasus which is owned 45% by Hony Capital and 55% by the Fung Group.

For more information, please visit www.meiyume.com

About Fung Group

Fung Holdings (1937) Limited, a privately-held business entity headquartered in Hong Kong, is the major shareholder of the Fung Group of companies, whose core businesses operate across the entire global supply chain for consumer goods including sourcing, logistics, distribution and retail. The Fung Group comprises over 25,000 people working in more than 40 economies worldwide.

We have a rich history and heritage in export trading and global supply chain management that dates back to 1906 and traces the story of how Hong Kong and the Pearl River Delta emerged as one of the world's foremost manufacturing and trading regions. We are focused on both creating the Supply Chain of the Future to help brands and retailers navigate the digital economy as well as creating new opportunities, product categories and market expansion for brands on a global scale.

Listed entities of the Group include Global Brands Group Holding Limited (SEHK: 00787) and Convenience Retail Asia Limited (SEHK: 00831). Privately-held entities include Li & Fung Limited, LH Pegasus, Branded Lifestyle Holdings Limited, Fung Kids (Holdings) Limited, Toys "R" Us (Asia) and Suhyang Networks.

For more information, please visit www.funggroup.com.

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About Hony Capital

Hony Capital, founded in 2003 and sponsored by Legend Holdings, specializes in buyout investment and currently it has USD 10 billion under management. Hony Capital's investors come from China and the world's leading investment institutions, including national pension funds, sovereign wealth funds, university endowment funds, regional and industry pensions, insurance companies, family foundations, individual investors and other types. It has so far invested in over 100 companies in areas of pharmaceutical and healthcare, media and entertainment, consumer products, food and beverage, as well as machinery and equipment manufacturing. Hony Capital's portfolio companies include China Shijiazhuang Pharmaceutical Group (CSPC), Zoomlion, China International Marine Containers (CIMC), Suning, Chengtou Holding, Jin Jiang International Hotels, ENN, PizzaExpress (UK), STX(US), WeWork (US), ofo, COFCO Capital, etc. The assets value of these companies totals about RMB 2.9 trillion with sales volume of RMB 860 billion, providing more than 450,000 jobs.

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