

# Program for Leadership Enhancement for Serving Principals 2018



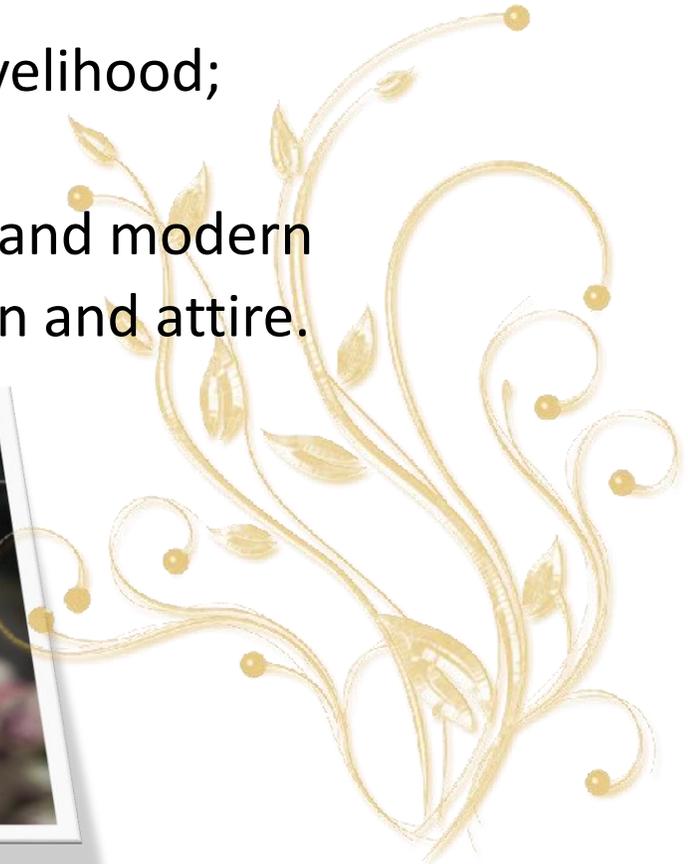
Group Y – ARTE Hong Kong Limited

FUNG Nga Sze Agnes

Li Mei Sheung Flora

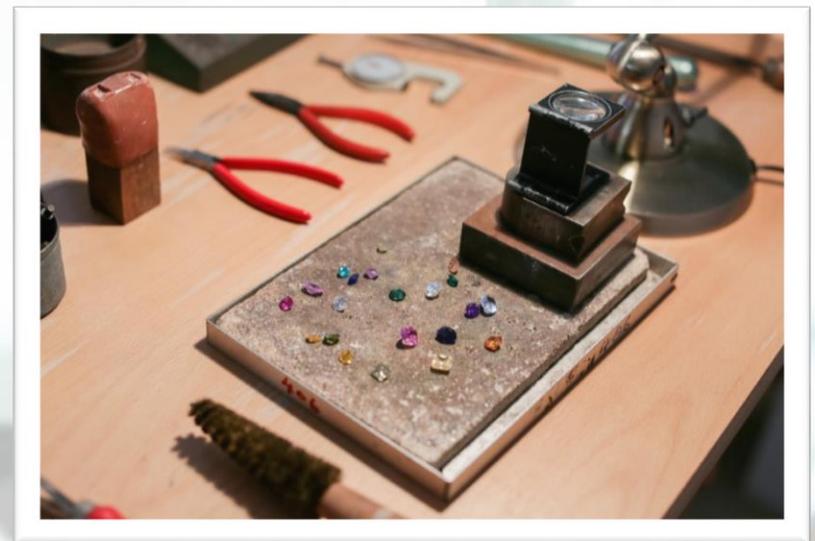
# Introduction of ARTE Hong Kong Limited

- Spanish in origin; the name ARTĒ means art.
- ARTĒ's design philosophy:
  - inscribes love, possession and livelihood;
  - crosses between classic designs and modern craftsmanship fit for any occasion and attire.





- life warranty with repair and replacement available.
- leader in Fashion Jewelry made with synthetic gemstones and 925 sterling silver with rhodium, gold, rose gold or ruthenium plating.



# Introduction of ARTĒ Hong Kong Limited



First launched in Hong Kong Christmas 2003, (the brand being taken over by the ARTĒ Hong Kong Limited)

# Introduction of ARTĒ Hong Kong Limited

- Up till today, ARTĒ, is considered as one of the leaders in the fashion jewellery industry, operates near 70 shops in Europe, Greater China and other parts of Asia with more to come very soon.
- Outlets including:  
Dutyfree at airports, airline sales,  
TinMall...



# Attachment Activities

- Meeting the CEO – Culture, Character and DNA of the brand



# Attachment Activities

- Meeting the Head of Retail Business
- Customer Relationship Management event – EPURE





# Attachment Activities

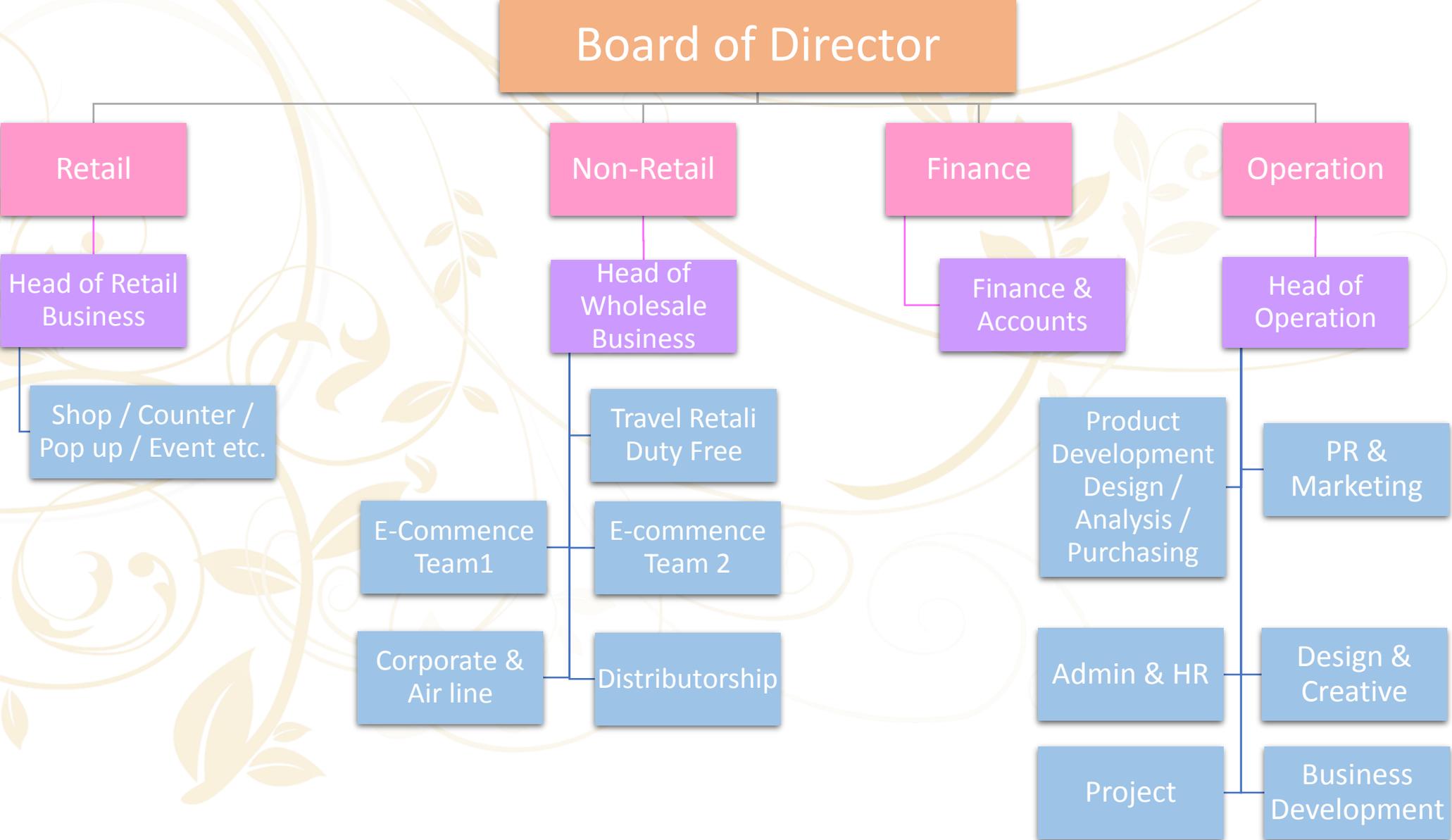
- Meeting the Head of Operation and Product Development manager



- Photo shooting event



# Leadership Enhancement – Organizational Leadership Simple and Streamline



# Leadership Enhancement – Instructional Leadership



- ‘Make a friend’ approach in Retail Personnel’s training
- Psychological theory in engaging customers and inducing sales
- Importance of cheerfulness
- Strong emphasis on training for staff

# Leadership Enhancement – Strategic Leadership

- Exploration of new outlets – airline inflight sales, TinMall, KOL direct sales
- Strategic collaboration with fashionable icons: Miriam Yeung, SPCA, Dorian Ho, Zing



# Leadership Enhancement – Strategic Leadership

- Emphasis and investment in Customer Relationship Management
- Diversified business in relation to Beauty – Medical Cosmetic, Dental – Laugh and Shine, Alternative Medicine – Holistic well-being
- Being the Trend-Setter



Community Leadership-  
Recent events to link with community concerns  
My Best Friend's Collection works with SPA

**SPCA**  
愛護動物協會

**香港愛護動物協會**  
The Society for the Prevention of Cruelty to Animals

MISSION ZERO 零

**協會使命**  
「提倡愛護動物，保障牠們的健康及福利；防止動物受到虐待及解除牠們的痛苦；通過教育，啟發社會人士對生命有更深徹的尊重，使人與動物能夠和諧共處。」

香港愛護動物協會是一所獨立民間慈善動物福利機構，於一九零三年成立。我們99%經費來源是依賴著協會本身的獸醫診療服務、公眾捐款和籌款活動等。我們不是公益金受惠的機構。每年政府提供我們少於百分之一的營運預算，並以資助的形式支持本會輔助政府部門為動物提供所需的服務。

**Mission Statement**  
To promote kindness to animals, to protect their health and welfare, to prevent cruelty, and through...

協會轄下  
提供 獸力  
諮詢服務  
提供獸醫  
其他民間  
工作 備  
福利的民  
的處境  
...



第一屆全港中學生

# 首飾設計比賽

The 1st Jewellery Design Competition for  
Hong Kong Secondary School Students

報名截止日期：2017年10月6日(星期五)  
Application Deadline: 6 October 2017, Friday

# Community Leadership 與CEO的一席話

- 「我愛香港，雖然佔中時我嘅生意損失了一大筆錢，但我仍然堅持要把香港成為ARTE嘅主要零售市場。」
- 「我有咩可以同年輕人講？要放眼大陸，多了解國情，每個國家都有好同唔好的地方，年輕人要有開潤的胸襟去接受不同嘅文化。」
- 「年輕人想進入這行？我可以比佢地入嚟公司做暑期工，入吓數據，睇吓咩叫做網上銷售，點解咁多國內年輕人會做網紅，我地又可以教佢地點樣做潮流配搭……」

# Transferrable to school leadership

An article about Beauty Industry

<http://www.adweek.com/brand-marketing/why-every-brand-should-be-watching-the-emerging-beauty-industry/>



# Principals, as curriculum leaders in schools, how would this inspire your curriculum leadership?

- “Is it going to look good in a selfie?” The answer to this question can make or break a modern brand. With good reason, too: the way a product is going to be discovered, shared, talked about and bought is today more important than the product itself.
- “Is it going to have fun in a lesson?” The answer to this question can make or break a modern pedagogy. With good reason, too: the way a lesson is going to be delivered, shared, talked about and enjoyed is today more important than the context itself.

- Beauty is well positioned to lead experimentation in modern brand building. It is an inherently experiential category. It is very welcoming to new technologies. It is currently in high demand.
- STEM education is well positioned to lead experimentation in modern teaching . It is an inherently experiential category. It is very welcoming to new technologies. It is currently in high demand.

- They are audience-focused and feedback-driven. Their founders are intimately involved in consumer conversations and regularly spend several hours a day directly engaging with customers via Instagram and other social media channels.
- E-learning is student-focused and feedback-driven. Teachers are intimately involved in teacher student conversations and regularly spend several hours a day directly engaging with students via Instagram and other social media channels.

- Beauty newcomers also do not prescribe or dictate how their customers should look and feel. They empower their customers to look and feel however they want.
- Teachers of self regulated learning also do not prescribe or dictate how their students should learn and feel. They empower their students to learn and feel however they want.

Thank you