

CORPORATE
SOCIAL
RESPONSIBILITY
& SUSTAINABILITY
REPORT
2019/20

企業社會責任及可持續發展報告2019/20



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INNOVATE FOR OUR PLANET

ABOUT THIS REPORT

關於本報告

Since its establishment in 1975, LAWSGROUP has been committing to sustainable development with dedicated efforts in environmental conservation, people development, and engagement with the community.

2019/2020 marks the 45th anniversary of LAWSGROUP as well as the conclusion of the first phase of the “15-year Sustainability Plan”. Throughout the year, new sustainability framework, goals, and measures have been incorporated to the business operations.

This report provides an overview of the Group's sustainability initiatives and performance in 2019 and 2020, in relation to the four major business units, namely Textile Manufacturing, Knitting Manufacturing, Retail & Branding, and Property & Investment. It also gives the big picture of the Group's development plan and commitment in the coming years.

The theme of this year is “Persistence”. The cover design features a pattern of up-pointing triangles extracted from the company logo, which resembles layers of mountains and implies the Group's determination in pursuing long-term sustainability.

For news on our sustainability initiatives and further resources, please visit our website at www.lawsgroup.com.

自1975年成立以來，羅氏集團致力透過推行及支持環境保育、人才發展和回饋社會三大範疇的項目來推動可持續發展。

2019/2020年是集團成立45週年，也是「15年可持續發展計劃」第一階段之完結。於過往一年間，集團注入新的可持續性管理方案，為集團實踐可持續性目標提供明確的方向和框架。

羅氏集團十分重視並努力貫徹對可持續發展的承諾。本報告概述集團於2019/2020年間四個業務包括紡織製造、針織製造、零售與品牌，以及地產與投資的可持續發展重點策略和成果。同時亦涵蓋各部門於來年的發展計劃。

今年報告的主題為「堅忍」。封面設計採用由集團商標中的三角形，製作成山巒圖案，寓意集團在企業社會責任及可持續發展方面追求卓越的堅持與決心。

有關羅氏集團之可持續發展及其他資訊，請參閱集團網站。
www.lawsgroup.com



CEO'S STATEMENT

行政總裁致詞

Sustainability is not only a long-term commitment, but also a growth opportunity. In 2016, we launched the “15-year Sustainability Plan”, with the vision of cultivating the core concepts to our staff and implementing our action plans from a systematic approach.

This year marked the end of the first phase of our 15-year plan. Looking back on the past 5 years, our four business units all have remarkable achievements in sustainable development - from upgrading the manufacturing equipment and facilities, to substantially reducing emissions and usage of resources, to enhancing our staff's awareness through internal trainings, and to creating shared value with the society. All these accomplishments enabled LAWSGROUP to be recognized by different international awards and accolades, asserting the success of our efforts.

Moving forward to the second stage of the Plan, apart from implementing our strategies for CSR & Sustainability with clear targets and measurable results, our focus will be motivating our staff to adopt the Design Thinking approach in solving sustainability problems. It is the stage to converting self-awareness and consciousness on sustainable development into creative action plans with new standards. We strongly believe both “Passion” and “Creativity” are the keys to uphold long-term sustainability.

The global economy and fashion industry encountered unprecedented challenges in 2019 and 2020. As part of the global garment supply chain, it is our time to strive for higher efficiency in sustainable manufacturing. By scaling up the application of Internet of Things (IoT) in our management and business operations across the world, we see opportunities in consolidating resources and improving productivity, and to further empowering Creating Shared Value (CSV) in our business model and for our society.



可持續發展並不單是一個長遠的承諾，同時也是一個增長的機會。於2016年，我們開展了「十五年可持續發展計劃」，以培養員工的可持續發展核心理念，並系統化地實踐計劃方案。

今年標誌著我們十五年計劃第一階段的結束。回顧過去五年，我們四個主要業務在可持續發展方面均取得顯著成就-當中包括升級製造設備和設施、大幅減排及能源消耗、加強內部培訓以提高員工對可持續發展方面的意識，以及為社會創造共享價值。這些成就令羅氏集團得到不少國際獎項和嘉許，亦肯定了我們團隊努力的成果。

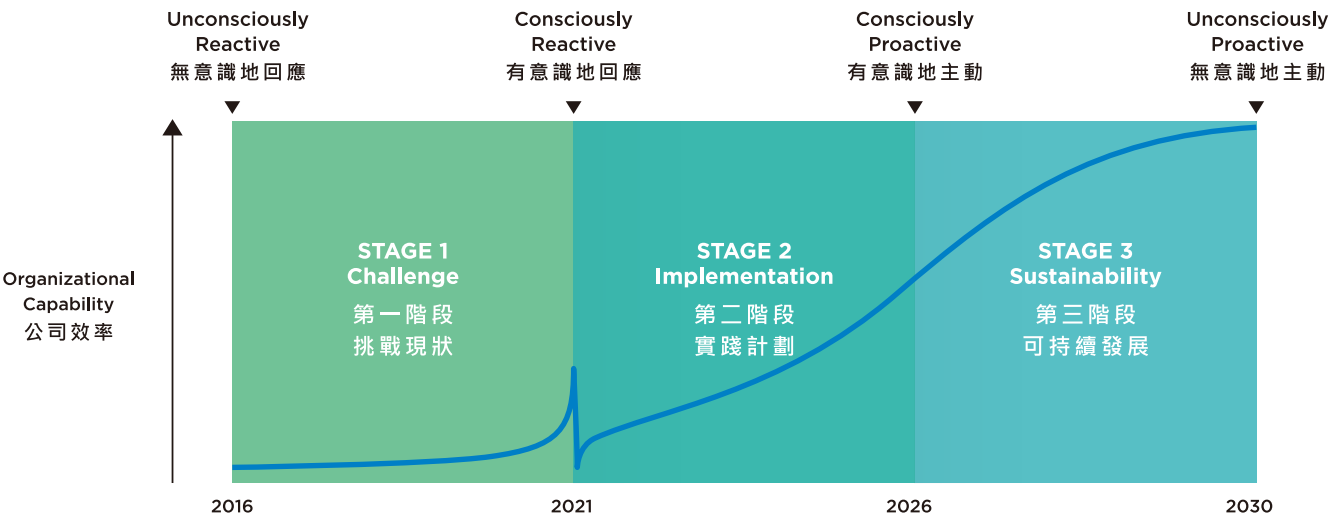
邁向計劃的第二階段，除推行具有明確目標和可量化的企業社會責任與可持續發展策略，我們更將重點轉移到員工發展上，鼓勵員工採用設計思維，解決可持續發展方面的問題，啟發他們從意識轉化為新的目標和行動計劃。我們深信「熱情」和「創意」皆是達成長期可持續發展的關鍵。

全球經濟和服裝行業於2019及2020年面臨前所未有的挑戰。作為全球服裝供應鏈的一分子，現正是我們加大力度，提升可持續生產效率的時候。透過擴大物聯網（IoT）於全球管理和業務營運之應用，我們看到重整資源和提升生產力的機會，並進一步為我們業務和與社會創造共享價值（CSV）建立堅實的基礎。

Bosco Law
羅正杰

“Sustainability is not only a long-term commitment, but also a growth opportunity.”
「可持續發展並不單是一個長遠的承諾，同時也是一個增長的機會」

The 15-year Sustainability Plan 十五年可持續發展計劃



Systemic Challenge 系統性挑戰

- | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">Review and revisit current sustainability plan, policies and facilitiesCreate new sustainability vision, targets, measures and policies | <ul style="list-style-type: none">Translate vision into action, embed sustainability into operational units, and relinquish central controlEvaluate results delivery and calibrate the sustainability plan | <ul style="list-style-type: none">Anticipate future needs, build long-term partnerships, and foster innovation |
| <ul style="list-style-type: none">重新審視現有企業社會責任之計劃、政策與設施創立新的企業社會責任願景、目標、措施與政策 | <ul style="list-style-type: none">將願景轉化成行動，並將社會企業責任由中央管理轉至由營運部門直接執行檢視政策效益及結果，並作出適當調整 | <ul style="list-style-type: none">預視將來需要，建立長遠合作關係並推動改革創新 |

Vernacular 簡單闡明

- | | | | | | | | | |
|------------|---|-------------------|---|-----------------|---|---------------|---|-----------------|
| Data
數據 | ▶ | Information
信息 | ▶ | Knowledge
知識 | ▶ | Insight
見解 | ▶ | Foresight
遠見 |
|------------|---|-------------------|---|-----------------|---|---------------|---|-----------------|



COMPANY BACKGROUND

公司背景



Founded in 1975, LAWSGROUP is one of the leading apparel manufacturers in the world and stands as a major player in the industry for more than 45 years. As one of the leading suppliers to world renowned fashion labels, LAWSGROUP builds its reputation on optimizing cost, quality and turnaround time in today's fashion markets.

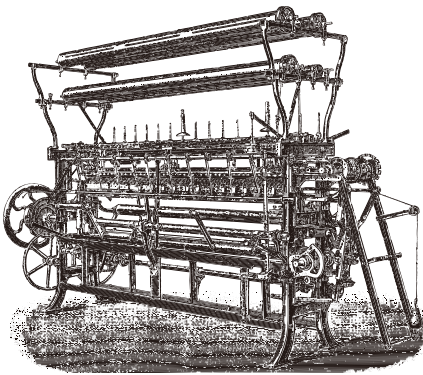
With its success in supply chain management solutions, LAWSGROUP has further expanded its businesses and investments to Retail & Branding and Property Development since the 1980s, including but not limited to the operations of fashion and lifestyle boutique chain, development and management of Intellectual Properties, Shopping Malls, Office Buildings, Parking Lots, Co-working Spaces, and other global investments.

LAWSGROUP currently employs more than 25,000 staff, with offices, factories and retail shops around the world.

羅氏集團創立於1975年，迅速奠定於業界的領導地位，與多個國際知名時裝品牌合作超過四十五年。作為業界領先的成衣生產商及供應鏈管理者，羅氏集團致力優化生產成本、品質及生產周期，以滿足現今時裝市場之需求。

建基於供應鏈管理方案的成功，羅氏集團於八十年代開始進一步擴展業務版圖至零售業、品牌及地產發展，包括並不限於經營連鎖時裝品牌及生活百貨、發展及管理知識產權、商場、寫字樓、停車場、共用工作空間以及其他國際性投資。

羅氏集團現時僱有逾25,000名員工，分佈於全球多個辦公室、廠房及零售商舖。



www.lawsgroup.com Q

BUSINESS OVERVIEW

業務概覽

1 VISION

一個願景

4 CORE BUSINESSES

四大業務

15 COUNTRIES & REGIONS

十五個國家及地區

25,000+ STAFF WORLDWIDE

全球超過二萬五千名員工

SINCE 1975

創自一九七五年

∞ PASSION

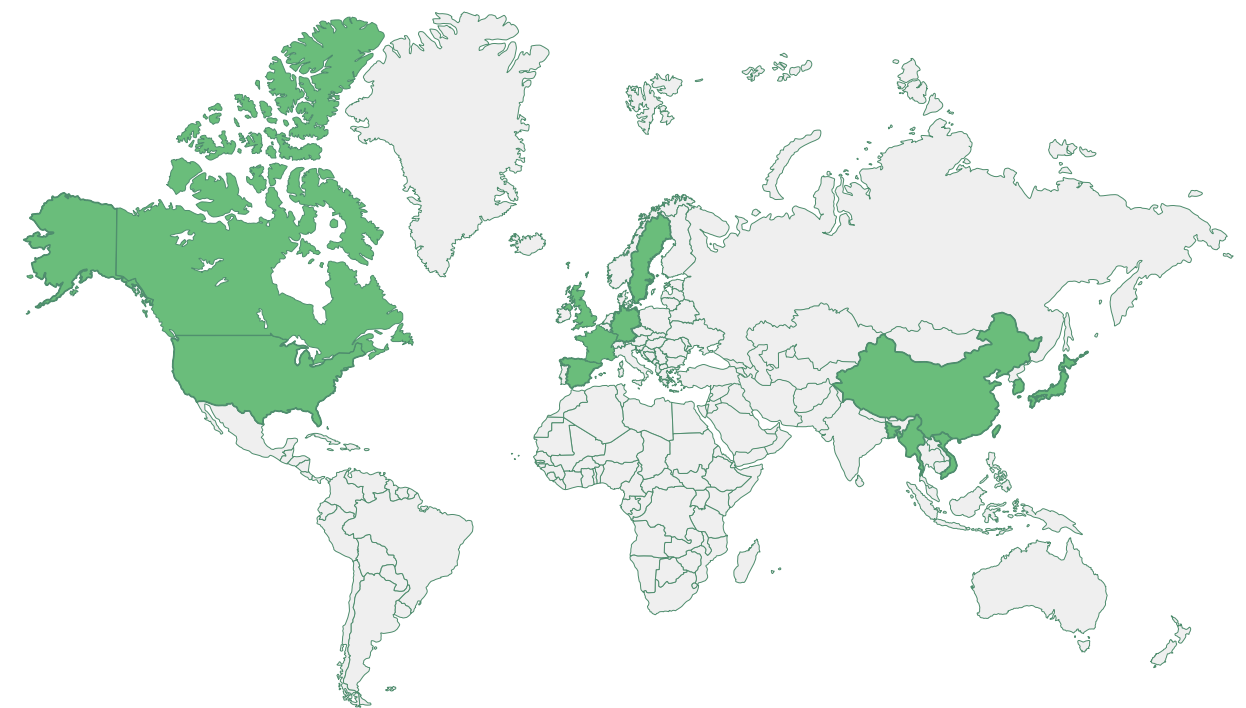
無限熱誠

GLOBAL PRESENCE

國際足跡

LAWSGROUP is one of the earliest Hong Kong-based corporates expanding its businesses along the Belt & Road regions. Since the 1980s, the Group has set up manufacturing facilities, offices, and retail shops in 15 different countries and regions.

羅氏集團是其中一間最早於一帶一路地區擴充業務的香港企業。自上世紀八十年代起，集團逐步於十五個國家及地區開設廠房、辦公室及零售商舖。



USA
美國



CANADA
加拿大



UK
英國



SPAIN
西班牙



FRANCE
法國



GERMANY
德國



SWEDEN
瑞典



BANGLADESH
孟加拉



MYANMAR
緬甸



VIETNAM
越南



MACAU
中國澳門



HONG KONG
中國香港



CHINA
中國



SOUTH KOREA
韓國



JAPAN
日本

THE LAWSGROUP BRAND

羅氏集團品牌

The LAWSGROUP Brand is created with the following key and deliberately simple elements for effective brand identities and consistency.

羅氏集團品牌主要由以下簡單及鮮明的元素組成，以確保品牌的效益及一致性。

VISION 願景

To have LAWSGROUP apparel in every closet.
將羅氏集團的衣服帶到每一個衣櫃內

MISSION 使命

To become a premier global fashion conglomerate, with a relentless approach to innovation, design, and quality.
憑藉對創意、設計及品質的執著，成為頂尖的國際時裝集團

VALUES 核心價值

HAPPINESS 快樂

Positive Thinking with Strong Passion
積極思維與熱忱

INTEGRITY 誠信

High Ethics with Effective Communications
良好職業操守及有效溝通

TEAMWORK 團隊精神

Group Cohesiveness
企業凝聚力



LOGOMARK 標誌



MASTERBRAND 主品牌



BRAND MOTTO 品牌格言

passion for fashion

Passion for Fashion™
熱愛時尚

TONE OF VOICE 語調風格

Passionate	充滿熱誠
Insightful	別具遠見
Creative	無限創意
Confident	信心可靠

MASTERBRAND ARCHITECTURE 品牌架構



OUR CSRS MISSIONS

企業社會責任及可持續發展使命



Corporate Social Responsibility (CSR) and Sustainability is always an integral part of LAWSGROUP’s business and corporate values, and is implemented through four core areas: Environmental Protection, Workplace Quality, Community Involvement, and Innovation. LAWSGROUP prioritizes reduction of environmental footprints, staff development, and investment in the community as part of the core strategic aims.

As an apparel manufacturer, LAWSGROUP tackles environmental issues along energy consumption, water consumption, air quality, chemicals control, and waste management. Efforts were dedicated to production equipment advancement, management systems upgrades, and new approaches to increase productivity and reduce energy consumption.

LAWSGROUP also understands the importance of investing in the new generations. Since the launch of our first charity fund in 1987, over US\$35 million were donated to the setup of schools and scholarships in Hong Kong, Mainland China, and overseas, with other charity undertakings to promote Art, Culture, Design, Creativity, and Innovations.

In recent years, LAWSGROUP puts Creating Shared Value (CSV) as its fundamental CSR and sustainability strategy, and dedicated extra efforts in promoting CSV across the city, with the ultimate goal of connecting different stakeholders and individuals and creating a momentum for long-term sustainability.

企業社會責任（CSR）和可持續發展一直是羅氏集團業務及企業核心價值中不可缺少的一部分。透過企業社會責任框架的四個關鍵範疇—環境保護、提升工作環境、社區參與及創新，羅氏集團致力於減少環保足跡及員工發展，同時投放資源回饋社會，作為我們的核心目標。

作為服裝製造商，羅氏集團致力減少生產線上的能源及用水消耗，以及保持高標準的空氣質量、化學品控制和廢物管理守則等，並致力改進生產設備、升級管理系統以及尋求提高生產率和減少能耗的新方案。

羅氏集團亦重視投資新一代。自1987年集團成立首個慈善基金以來，已在香港、中國內地和海外投放超過3500萬美元設立學校和獎學金計劃，並推行其他慈善項目促進藝術、文化、設計、創造力和創新方面的發展。

近年來，羅氏集團以「創造共享價值（CSV）」作為企業社會責任和可持續發展策略的基礎，並投放更多資源和努力，於市內推廣創造共享價值，以連繫不同持分者和群體及為長遠可持續發展創造動力作終極目標。

TOGETHER
FOR A
BETTER
FUTURE

CORE STRATEGIC AIMS

策略目標



**Minimizing
Environmental
Footprint**

減少環境足跡

**Committing
to People Development
and a Safe, Fair, and
Healthy Workplace**

培育人才並確保安全、
公平及健康的工作環境

**Innovating
for the Future**

為未來改革創新



**Investing
in the Communities**

貢獻與建設社區

MINIMIZING ENVIRONMENTAL FOOTPRINT

減少環境足跡



ABOUT LAWSGROUP APPAREL MANUFACTURING

關於羅氏服裝製造



LAWSGROUP Apparel Manufacturing is one of the leading apparel manufacturers in the world. With manufacturing plants in Mainland China, Vietnam, Myanmar, and Bangladesh, the total annual manufacturing production capacity is over 208,000,000 pieces.

LAWSGROUP Apparel Manufacturing is certified with the ISO 14001 Environmental Management System. It is also awarded with WWF Low Carbon Manufacturing Programme (LCMP) Platinum, as well as other international accolades such as SGS SA 8000, GOTS, GSV, SQP, WCA, ISO 9001 for its efforts in chemical control, fire and structural safety, protection against children labour, and more.

羅氏服裝製造是全球服裝製造業的領導者之一，現時於中國內地、越南、緬甸及孟加拉設有生產基地，年產量高達208,000,000件。

羅氏服裝製造獲得環境管理系統ISO 14001國際認證，同時獲世界自然基金會（WWF）頒發低碳製造計劃（LCMP）最高級別的鉑金獎，以及其他國際標準認證，包括SGS SA 8000、GOTS、GSV、SQP、WCA以及ISO 9001等，在化學品之管制、消防與結構安全，以及禁止僱用童工等政策的表現備受肯定。

NEW DEVELOPMENT PLAN IN APAC 亞太地區發展新計劃

Since 1975, LAWSGROUP Apparel Manufacturing has been actively expanding its supply chain network across Southeast Asia with factories and offices set up in Mainland China, Vietnam, Myanmar, and Bangladesh, shaping up its infrastructure and labour force in the region.

To tap into opportunities arising from the “Belt and Road” Initiative, LAWSGROUP Apparel Manufacturing further diversifies its production line with 2 new factories in Vietnam and Myanmar. Leveraging the developed resources, the new factories will create synergy with other existing plants and enhance the overall productivity and flexibility.

In line with LAWSGROUP’s long-term sustainability strategies, the factories will be integrated with the latest facilities and technology, such as fully automated cutting machines, automated hanger system, water recycling system, steam recycling system, and more. The new equipment not only helps reduce production cost and energy consumption but also greatly improves the overall productivity.

The global fashion industry becomes very challenging in recent years. In response to the ever-changing supply chain demand, the team keeps reviewing industry trends and adjusts its production strategies to maintain a competitive edge in the market.



自1975年以來，羅氏服裝製造積極於東南亞地區擴充生產網絡，先後於中國、越南、緬甸和孟加拉設立廠房和辦公室，並於當地建立穩定的基礎設施和人力生產資源。

為抓緊「一帶一路」倡議所帶來的機遇，羅氏服裝製造進一步多樣化其生產線，並於越南和緬甸開設兩家新廠房。新廠房能充分利用當地發展成熟的資源，並與其他現有的生產基地產生協同效應，提升整體生產效率及彈性。

配合集團的可持續發展策略，新廠房將配備先進設施和技術，包括全自動裁床、自動吊掛系統、污水循環系統、蒸汽回收系統等等。新設備不但有效減省生產成本和能源消耗，亦大大提高生產效率。

近年全球時裝業面對重重挑戰。為應對不斷變化的供應鏈需求，團隊不斷審視行業走勢並調整生產策略，以保持於全球市場的競爭優勢。



ANNUAL OVERVIEW

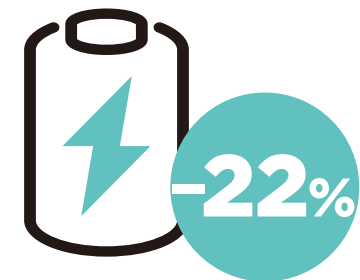
年度概覽

REDUCED 減少排放

5,000
Metric Tonnes
of CO₂e emissions

公噸二氧化碳當量 (CO₂e)

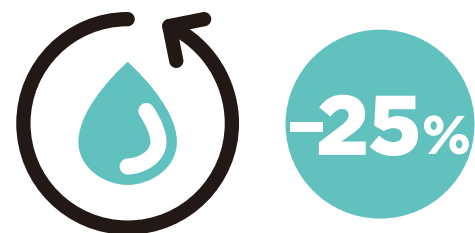
while produced goods are increased by
同時提升產量 **18%**



SAVED 節省

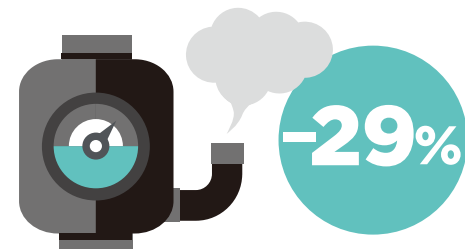
6,700,000 kWh
of Energy Use 千瓦小時的用電量

REDUCED 減少



100,000 m³
of Water Use 立方米用水

CONSERVED 節約



60,000 m³
of Natural Gas 立方米天然氣用量

ENERGY CONSERVATION & EFFICIENCY

能源節約及效益

LAWSGROUP Apparel Manufacturing strives to reduce energy consumption and greenhouse gases emission in the production process. In addition to machinery and equipment upgrades, new energy-saving measures were also adopted in our facilities, enhancing the overall performance on energy efficiency.

羅氏服裝製造致力減少生產過程中的能源消耗及溫室氣體排放。除升級生產機器和設備外，廠房亦採用了嶄新的節能措施，從而提高我們在能源效率方面的整體表現。





WATER CONSERVATION AND RECYCLING

節約用水及循環再用

As an early mover, LAWSGROUP Apparel Manufacturing actively adopted new technologies and invested in infrastructure to manage water resources effectively. Water-processing equipment and wastewater treatment systems are upgraded in order to maximize the use of recycled water and reduce water consumption in our production line.

作為行業先驅，羅氏服裝製造積極採用嶄新技術，並投資於基礎設施，令水資源得到有效管理。我們升級用水處理設備和污水處理系統，從而增加使用循環水，減少生產線的用水量。

RESOURCES CONSERVATION AND EFFICIENCY

資源節約及效益

LAWSGROUP Apparel Manufacturing has taken steps in minimizing carbon footprints by adopting a multi-pronged approach, such as switching boiler fuel to natural gas and biofuel, installing solar panels, and fully upgrading general lighting system.

羅氏服裝製造積極採取不同措施，多管齊下減少碳足跡，包括將鍋爐燃料轉換為天然氣和生物燃料，安裝太陽能電池板及全面升級一般照明系統。





MINIMIZING
ENVIRONMENTAL
FOOTPRINT

減少生態足跡



IMPROVING PRODUCTIVITY

提升生產力

Newly adopted automatic machines and systematic management policies improved the overall production efficiency and accuracy, while reducing production time, manpower, and yield loss.

全新引入的自動化機器和系統化管理策略提高整體生產效率及準確度，同時減少生產時間、人力和生產損耗。

For years, LAWSGROUP Apparel Manufacturing has dedicated efforts and resources in enhancing the working environment and fulfilling different international sustainability standards, which being recognized with different awards and accolades.

多年來，羅氏服裝製造一直投放資源以優化工作環境，並致力符合不同的國際可持續發展標準，獲發多個獎項與認證。



AWARDS & ACCOLADES 獎項及認證

ABOUT LAWSGROUP PROPERTY

關於羅氏地產



Since the 1980s, LAWSGROUP Properties has been expanding and diversifying its business scopes to Property Development & Investment, Car Park Management, and Property Management Services. LAWSGROUP Properties manages a portfolio of assets in Hong Kong, Mainland China, and Southeast Asia, including commercial, industrial, warehouse, shopping mall, and residential properties both for sale and investment purposes.

LAWSGROUP Properties is also a pioneer in Hong Kong conserving and revitalizing industrial buildings into commercial premises, and was one of the first developers adopting the “Industrial Building Revitalization Scheme”. In recent years, LAWSGROUP Properties launched different redevelopment projects in Hong Kong, including Connaught Marina in Sheung Wan, 350 Kwun Tong Road in Kwun Tong, 822 Lai Chi Kok Road in Lai Chi Kok, and more.

自八十年代起，羅氏地產不斷擴充及多元化發展其業務，範圍包括地產發展及投資、停車場管理及物業管理等。物業投資組合遍佈香港、內地及東南亞地區，涵蓋各類商用、工業、貨倉、商場及住宅物業，以供出售及投資之用。

羅氏地產亦是香港保育及活化工廈的先驅，是首批採用「活化工廈政策」的發展商。集團近年開展了多個重建項目，包括位於上環的干諾中心、觀塘的觀塘道350號以及位於荔枝角的荔枝角道822號等。



FEATURED PROJECTS



特色項目

CONNAUGHT MARINA

干諾中心

Connaught Marina is a boutique office complex located in the heart of Sheung Wan, embracing the proximity with Central Business District (CBD) and enjoying the vibe and cultural heritage of the city. Surrounded by restaurants of authentic cuisines, the building features 270-degree of seaview, flexible layouts, local art, and exclusive concierge services for professionals who want to make a statement for their brands.

干諾中心是一座獨特的時尚精品辦公大樓，坐落於上環核心地段，既方便走進繁華的中環商業區，亦能找到多個歷史文化景觀以及眾多地道美食餐廳，香港古今兼融、中西文化薈萃的特色盡見於此。干諾中心布局靈活多變，設計充滿藝術氣息，更可盡覽270度維港景色，配合專業禮賓服務，是企業提升品牌形象和發展業務的理想選址。



East 350
觀塘道350號

east 350
350 KWUN TONG ROAD

A new generation Grade A office tower in the centre of the emerging Kowloon East Business District, with easy access to MTR and other public transports. Sitting right next to commercial centres, bank towers, and large shopping complexes, East 350 compliments the neighbourhood with modern and flexible commercial spaces, including offices, signature food and beverage services, retail and event spaces, and parking lots.

The 29-storey iconic circular architecture makes East 350 readily a landmark in the skyline of East Kowloon – an ideal location for businesses to excel.

新世代甲級辦公大樓East 350位於發展迅速的東九龍核心商業區，鄰近港鐵及其他公共交通、銀行大樓、大型購物商場及商業中心，為社區提供現代化且靈活的商業空間，包括辦公室、特色餐飲服務、零售和活動空間以及停車場。

樓高29層的East 350擁有標誌性的圓柱形設計，將會成為東九龍的新地標，亦是企業擴展業務的理想選址。



822 LAI CHI KOK ROAD
荔枝角道822號

822 Lai Chi Kok Road is a new revitalization project initiated by LAWSGROUP in West Kowloon after D2 Place. The building will be transformed into a retail and commercial complex, creating synergy with D2 Place and bringing vibrance to the neighbourhood.

荔枝角道822號是羅氏集團繼D2 Place後於同區發起的全新重建項目，大廈將會被重建成樓高27層的零售及商用辦公大樓，與D2 Place產生協同作用外，同時為社區帶來活力。

LAWSGROUP Properties has been devoting extra efforts to minimize environmental impacts, and received different awards and accolades.

羅氏地產一直致力減低對環境的影響，並獲發多個獎項與認證。



Quality Water Recognition Scheme for Buildings – Fresh Water (Management System)
「大廈優質供水認可計劃－食水（管理系統）」證書



Charter on External Lighting Platinum Award – Laws Commercial Plaza
戶外燈光約章鉅金獎 – 羅氏商業廣場



Indoor Air Quality Certificate (Good Class)
室內空氣質素檢定證書《良好級》



Kowloon West Best Security Services Awards 2018 – Sterling Centre and Laws Commercial Plaza
二零一八年度西九龍最佳保安服務 – 定豐中心及羅氏商業廣場



「環保節能機構」嘉許計劃 2017 – 優良證書
世界自然基金會香港分會純銀會員2019/20



Peach Blossom Trees Recycling Programme – Laws Commercial Plaza, Sterling Centre and Seapower Centre
桃花回收服務 – 羅氏商業廣場，定豐中心及海輝中心



Kowloon West Best Security Services Awards 2017
2017年西九龍最佳保安服務

AWARDS & ACCOLADES
獎項及認證

COMMITTING TO THE PEOPLE & WORKPLACE

對人才與工作
環境的承諾



CORPORATE CORE VALUES

企業核心價值

H.I.T. CULTURE H.I.T. 文化

Happiness, Integrity, and Teamwork are the three corporate core values of LAWSGROUP, which define the internal corporate “H.I.T. Culture”, the framework for different staff trainings and overall management.

「快樂」、「誠信」及「團隊精神」為羅氏集團的三個企業核心價值，同時亦奠定企業內部的「H.I.T.文化」、員工培訓的框架以及整體的管理。

HAPPINESS 快樂

Positive Thinking with
Strong Passion
積極思維與熱忱



INTEGRITY 誠信

High Ethics with
Effective Communications
良好職業操守及有效溝通



TEAMWORK 團隊精神

Group
Cohesiveness
企業凝聚力



H.I.T. LOGO DESIGN CONCEPT H.I.T. 標誌設計理念

- “h i t” in lower case and script typeface — symbolizing a young and energetic corporate image with Passion for Fashion.
- Letter “i” as a human figure — representing our emphasis on Human Capital and how the “Happiness, Integrity and Teamwork” corporate core values are upheld by our staff.
- Hollowed letter “i” — implying “to empty your cup”, to embrace changes positively, and to learn something new with a humble and open mind.
- 細階字母及腳本字型的「h i t」 — 象徵着一個年輕、充滿動力及對時尚熱忱的企業形象。
- 人形設計的「i」字母 — 代表以人為本的精神，以及集團員工秉承「快樂、誠信及團隊精神」之核心價值。
- 鏤空的「i」字母 — 意味「保持空杯心態」、積極面對改變，並虛心學習及接受新事物。

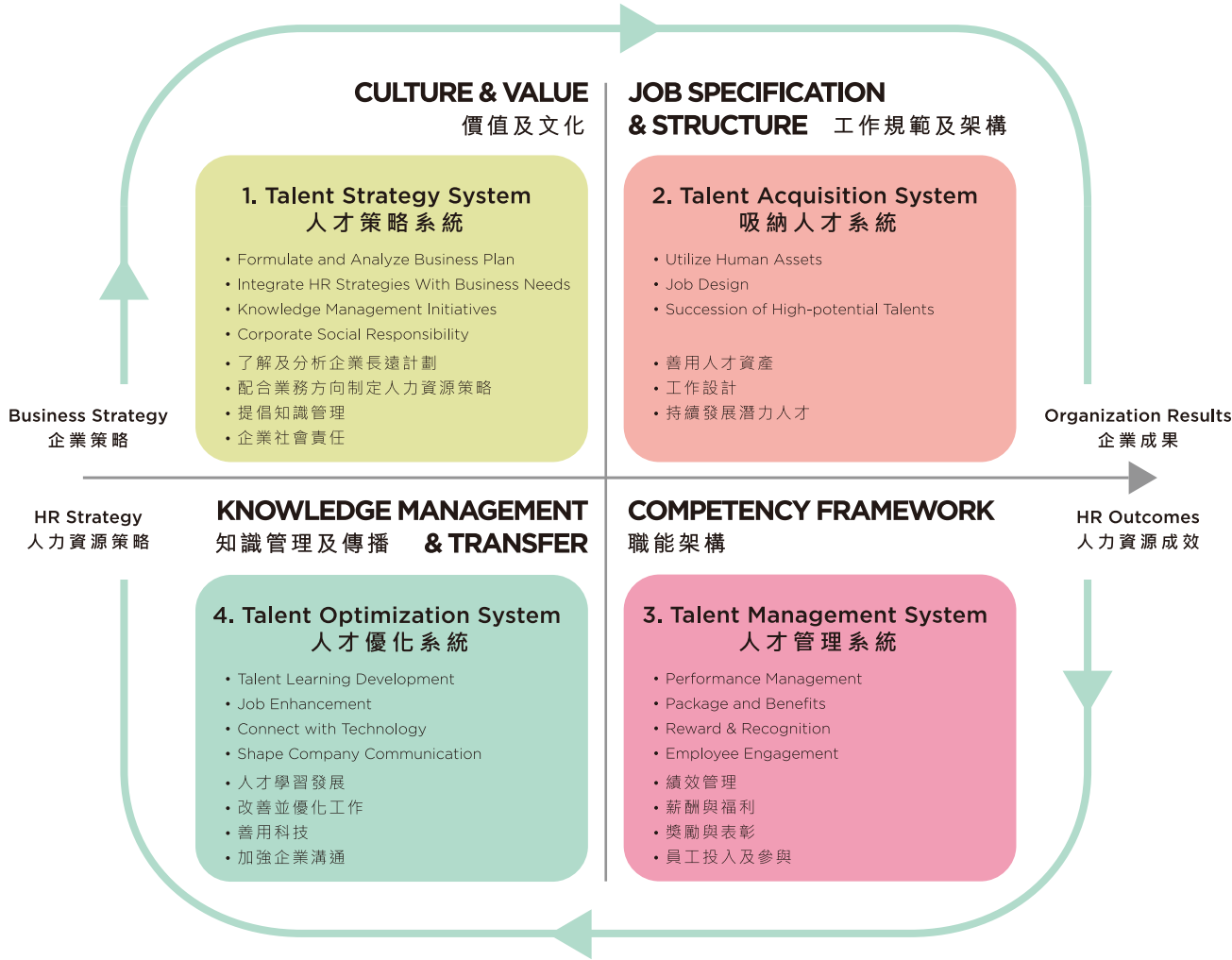


HUMAN CAPITAL STRATEGY

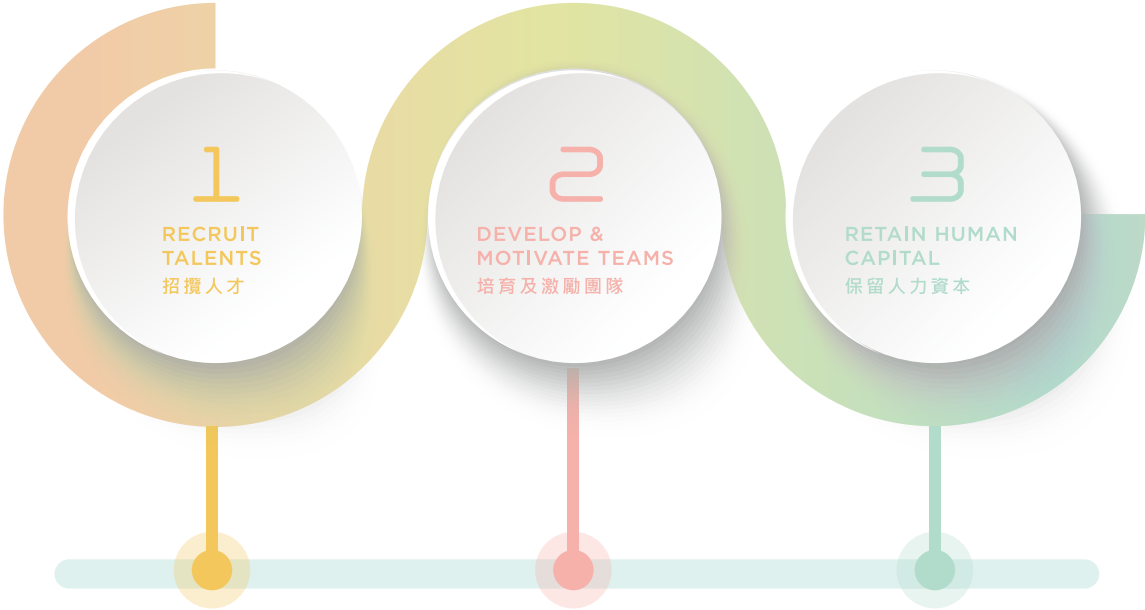
人力資本策略

LAWSGROUP considers human capital as the greatest asset and strives to provide the best working environment for our staff. A new human capital strategy has been adopted to echo with the company’s vision on innovation. The new framework focuses on workforce planning, talent management, and staff engagement, ensuring it fits the needs and goals of the Group.

羅氏集團視人力資源為公司最重要的資產，並致力為員工提供最佳的工作環境。為配合集團對創新的願景，集團採用全新的人力資本策略模式，著重於人力資源規劃、人才管理及員工參與，確保策略切合集團發展需要及目標。



Source: Human Capital Model (Randy Chiu 2016)



- | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">• Clear Career Perspective• Competitive Package And Benefits• Seeding in Educational Institutions• Graduate Trainee Program• Employee Value Proposition• Diversified Workplace | <ul style="list-style-type: none">• Laws Academy• Internal Training Programs• H.I.T. Training• “The Leadership Challenge” Training• i-Program Self-learning Scheme• Design Thinking Training• Micro-innovation Campaign• E-learning Platform• Qualification Framework (QF)• Everything DiSC® Communication Skill Training• Experiential Team Building Activities | <ul style="list-style-type: none">• Happy, Safe and Healthy Work Environment• Willingness to Listen and Respond to Staff’s Feedback• Corporate Branding• Employee Relations• Flexible Working Hours• Fairness• Corporate Communication• Technology Connection• Diversified Wellness Program |
| <ul style="list-style-type: none">• 清晰明確的工作目標• 具競爭力的薪酬與福利• 與不同教育機構合辦實習計劃• 畢業生培訓計劃• 員工價值主張• 人才多元化 | <ul style="list-style-type: none">• 羅氏學院• 內部培訓計劃• H.I.T.企業文化培訓• 「TLC領導力」培訓• i-Program 自導學習計劃• 設計思維培訓• 微創新行動• 網上學習平台• 資歷架構 (QF)• DiSC® 溝通技巧培訓• 團隊建設活動 | <ul style="list-style-type: none">• 快樂、安全及健康的工作環境• 願意聆聽並回應員工的意見• 企業品牌• 員工關係活動• 彈性工作時間• 公平公正• 企業傳訊• 善用電子平台• 多元化健康運動計劃 |

LAWS ACADEMY

羅氏學院



To implement our Human Capital Strategy effectively across all business units and departments in different countries, Laws Academy was established to provide internal training solutions and to promote LAWSGROUP's Corporate Culture and Values.

Laws Academy Core Value Framework:

Laws Academy continues to implement our corporate core values “H.I.T. Culture”, and reinforce the two core trainings “The Leadership Challenge - Five Fundamental Practices” and “DiSC® as Communication Tool”, through a series of quality trainings and activities.

為了於不同國家的業務和部門有效地實行人力資本策略，我們成立羅氏學院，推動內部培訓方案及羅氏集團企業文化與價值。

羅氏學院核心理念框架：

羅氏學院透過一系列的優質培訓與活動，持續實踐集團的核心價值「H.I.T.文化」，並深化「TLC領導力-五大領導者習慣行為」及「DiSC® 溝通工具」等兩項主要培訓課程。



TLC THE LEADERSHIP CHALLENGE

TLC 領導力培訓



One of the core training programs is The Leadership Challenge (TLC) founded by Jim Kouzes and Barry Posner in 1982, in which the five fundamental practices are in line with our “H.I.T. Culture” and design thinking approach.

其中一個核心培訓計劃為由 Jim Kouzes 與 Barry Posner 於1982年創立的「TLC領導力」。當中倡導的「五大領導者習慣行為」與羅氏集團的「H.I.T.文化」和設計思維理念不謀而合。

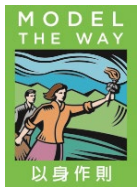
HAPPINESS 快樂

- Passion at work
- Proactiveness
- Stay Positive when facing Challenges
- 對工作熱忱
- 主動性
- 保持積極態度面對挑戰



INTEGRITY 誠信

- Honesty
- Ethical and Effective Communications
- 誠信
- 良好職業操守及有效的溝通



TEAMWORK 團隊精神

- Team Cohesiveness
- 團隊凝聚力



INNOVATION AND CREATIVITY

創新與創造力

LAWSGROUP strives to ensure a good working environment that accommodates the needs of our staff and unleash their potential. In recent years, LAWSGROUP emphasizes on Design Thinking, a human-centric and creative approach for problem solving.

To encourage and implement Design Thinking process effectively in the workplace, LAWSGROUP introduced H.I.T. Plus+ Learning Momentum - driving a Human-Centric, Innovative and Think-Without-The-Box approach with a series of redesigned internal training programs.

羅氏集團致力為員工提供良好的工作環境，確保能配合其工作需求，同時啟發他們的潛能。近年集團十分重視設計思維，強調以人為本的創意思考方式解決問題。

為鼓勵員工於日常工作中運用設計思維，集團推出「H.I.T.+學習動力」，以一系列重新設計的內部培訓計劃，推動以人為本、創新及突破傳統框架的思考方式。



H.I.T. Plus+

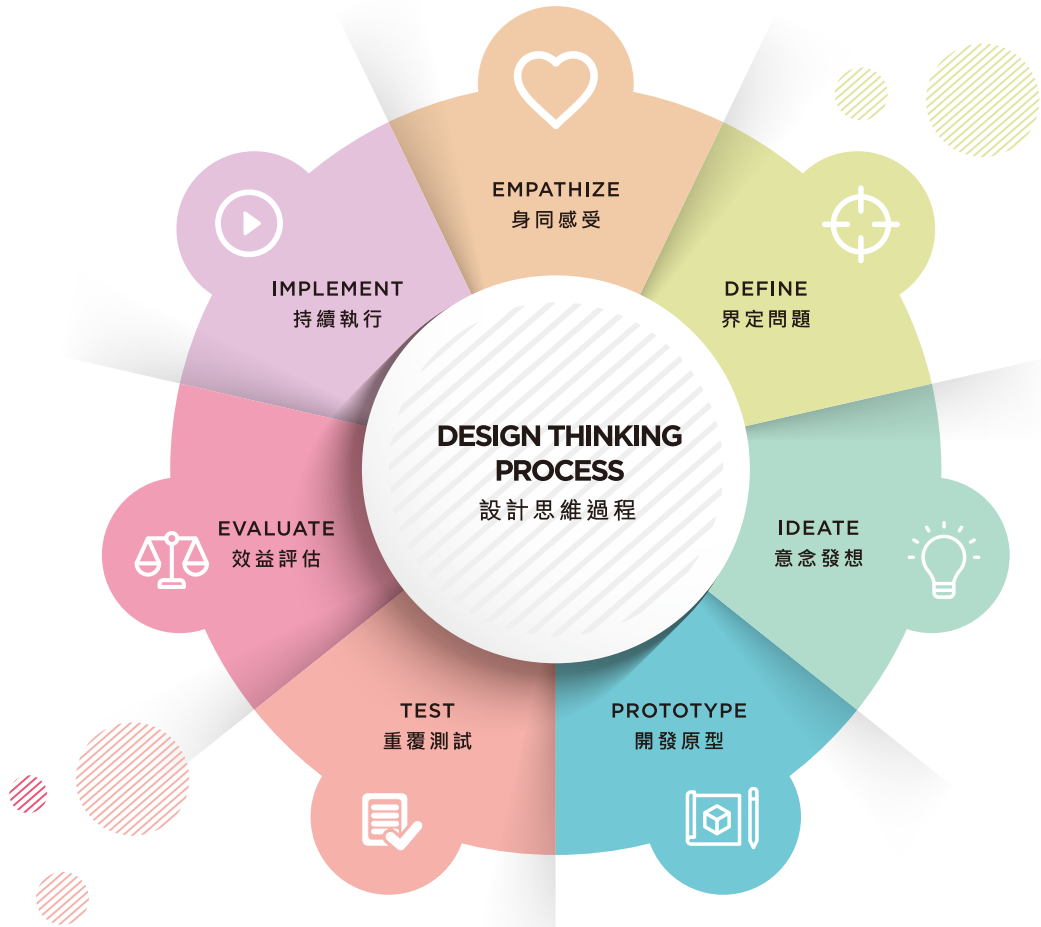
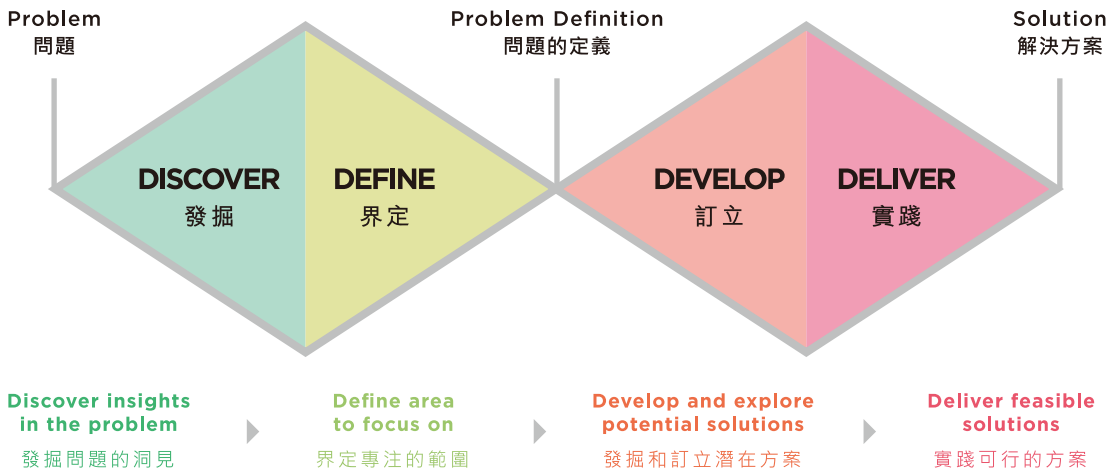
Learning
Momentum

H.I.T.+學習動力

- + **Human-centric**
以人為本
- + **Innovation**
創新
- + **Think without the box**
跳出傳統思考框架

DESIGN THINKING

設計思維



COMMITMENT IN DRIVING DESIGN THINKING

全力推行設計思維



LAWSGROUP Management Team joined Design Thinking Workshop as part of the H.I.T. Leadership Training Program.
羅氏集團管理團隊參加設計思維工作坊，作為H.I.T.領導力課程之一部份。

LAWSGROUP is one of the first corporations integrating Design Thinking as part of the internal training curriculum. Designated training programs are organized to all staff, from senior management to general staff across all business units. Our management team also took the initiative to share their experience through different seminars.

作為首批將設計思維納入核心內部培訓課程的企業之一，羅氏集團致力為不同業務部門的員工提供相關培訓計劃，而管理團隊亦透過各種研討會分享應用設計思維的經驗。



LAWSGROUP Deputy Chairman & CEO Mr. Bosco Law, HR Director Ms. Miko Cheung, and HR Manager Ms. Betty Lam participated in the Design Thinking 101 Workshop organized by Hong Kong Design Centre.

羅氏集團副主席及行政總裁羅正杰先生、人力資源總監張嘉瑩小姐及人力資源經理林巧恩小姐參與由香港設計中心舉辦的設計思維101工作坊。



LAWSGROUP HR Director Ms. Miko Cheung joined the first train-the-practitioner design thinking program in Hong Kong by UnleashHK and LUMA Institute.
羅氏集團人力資源總監張嘉瑩小姐參加由UnleashHK和LUMA Institute在香港舉辦的首個從業人員設計思維計劃。



LAWSGROUP Deputy Chairman & CEO Mr. Bosco Law attended the "Unleashed! Empowered by Design Thinking" luncheon for business leaders.
羅氏集團副主席及行政總裁羅正杰先生出席香港商界領袖「設計思維·無限可能」的聚餐會議。

“DESIGN THINKING BY DOING” CAMPAIGN 「Design Thinking By Doing」計劃



LAWSGROUP realizes the increasing importance of design thinking in enhancing operational efficiency and launched the “Design Thinking By Doing” campaign with a series of workshops and sharing sessions for all staff.

羅氏集團意識到設計思維對改善業務效率十分重要，因此推出“Design Thinking By Doing”計劃，並為員工舉辦一系列培訓工作坊和分享活動。

DESIGN THINKING WORKSHOPS 設計思維工作坊



DESIGN THINKING SHARING SESSION 設計思維分享活動



APPLICATION OF DESIGN THINKING IN SOCIETY

於社會推行設計思維

LAWSGROUP joined the “Big Little Things” Initiative by Our Hong Kong Foundation as one of the core training campaigns. This innovative program aims to set up a new approach for corporate to interact with and support development of the local communities. Workshops and seminars are organized to motivate staff in solving daily-life problems by utilizing their creativity.

羅氏集團亦將團結香港基金的「民生無小事」計劃納入內部培訓課程之中，旨在以創新的方式讓企業與社區互動並提供支持，並舉辦工作坊和研討會來鼓勵員工運用創意解決日常生活中的難題。



PROMOTE DESIGN THINKING ACROSS THE CITY

向外推廣設計思維

Ride on its successful experience, LAWSGROUP actively participated in different sharing sessions, seminars, and workshops related to Design Thinking, driving an innovative workplace culture across the city.

憑著其成功經驗，羅氏集團積極參與多個與設計思維概念有關的分享活動、研討會和工作坊，於香港推動全新的工作文化。



Learning and Development Forum: “Talent Transformation for a learning revolution” @PEAK
設計思維分享活動@PEAK



Design Thinking Sharing @Recruit Seminar
設計思維分享活動@Recruit Seminar



Design Thinking Sharing @VTC
設計思維分享活動@VTC



Design Thinking Sharing @Wofoo Social Enterprise
設計思維分享活動@和富社會企業

E-LEARNING PLATFORM

網上學習平台

LAWSGROUP's e-learning platform has been upgraded to provide a more innovative and versatile learning experience for staff, by offering e-courses with quizzes, inspirational articles and notes, newsletters, book recommendations, peer-to-peer recognition programs and more.

羅氏集團亦將網上學習平台升級，為員工提供更富彈性及多元化的學習體驗，包括線上課程及小測驗、文章與勵志語錄分享、集團通訊、書本推介及同事讚賞計劃等。



I-PROGRAM SELF LEARNING SCHEME

I-PROGRAM 自導學習計劃

Our i-Program Self Learning Scheme is designed to encourage continuous learning. Each permanent staff is suggested to obtain a certain number of credits per year through any of the following 4 channels. Different levels of awards will be also given upon achieving of certain credits as an incentive and motivation.



而「i-Program自導學習計劃」則鼓勵員工持續學習，並建議所有全職員工每年透過以下四個渠道取得一定學分數目。為鼓勵員工更積極參與自學計劃，公司亦會因應員工所達到的學分而予以分段獎勵。

- | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">• Continuous Learning• Volunteering and Recreational Activities• Reading and Viewing Report• Micro-innovation | <ul style="list-style-type: none">• 課堂進修學習• 慈善或文娛康樂活動• 閱讀/欣賞報告• 微創新 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|

GRADUATE TRAINEE PROGRAM

畢業生培訓計劃

The Graduate Trainee Program is designed to nurture potential university graduates as future leaders within LAWSGROUP. The refined 12-month program offers trainees with the opportunities to unleash their potentials in various departments. On-the-job trainings and senior mentorships will be provided for trainees to gain professional skills knowledge and get familiarized with the business culture and operations.

畢業生培訓計劃旨在培養具備潛力的大學畢業生，成為羅氏集團的未來領袖。為期12個月的課程為學員提供在不同部門之間輪流實習的機會，啟發學員的潛能。課程更為學員提供在職培訓及由資深員工進行指導，從而獲得專業知識及技能，亦更快熟悉行業文化和營運模式。



INDUCTION
入職



JOB ROTATION
交替職務



FINAL PLACEMENT
最終職位安排

12 months 十二個月

- | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">• Orientation• Familiarization with Business Operations and Corporate Culture• 迎新簡介• 熟習營運模式及企業文化 | <ul style="list-style-type: none">• Job Rotation in Various Supporting Departments• Competency-based Development Program• Comprehensive Understanding of Business Structure and Operations• Exposure in Different Business Units• 於不同部門交替工作• 能力導向發展計劃• 透徹了解業務架構和營運模式• 與不同業務單位合作 | <ul style="list-style-type: none">• Attachment with Various Brands for In-depth Learning and Development• 被安排到不同品牌並深化學習與發展 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|

THE P.A.C.E. PROGRAM

個人提升與職業發展（P.A.C.E.）計劃

Initiated by one of our key clients GAP, the Personal Advancement and Career Enhancement Program (P.A.C.E.) aims to help female factory workers in gaining the skills and confidence they need to advance at work and in their personal lives. The program has been integrated in our factories in China since 2014, and has been expanded to factories in Bangladesh in 2019. As of 2019, a total of 122,000 hours of trainings were arranged.

P.A.C.E.計劃由集團其中一個主要客戶GAP發起，旨在幫助於工廠工作的女性員工獲得並提升於工作及生活上所需的技能與信心。計劃於2014年由中國工廠率先開展，更於2019年把培訓擴展到孟加拉廠房。直至2019年，羅氏集團共進行了122,000小時的培訓。



TRAININGS IN OVERSEAS UNITS

海外部門培訓

Apart from our Headquarters in Hong Kong and manufacturing base in China, LAWSGROUP's internal training program has been also extended to different overseas factories and business units in Vietnam, Bangladesh, and Myanmar.

除了香港總部及中國內地的生產基地外，羅氏集團的內部培訓亦延伸至海外，包括位於越南、孟加拉及緬甸的廠房與業務部門。



QUALIFICATIONS FRAMEWORK

資歷架構

In collaboration with Qualification Framework (QF) by the HKSAR government, LAWSGROUP actively promotes lifelong learning for our frontline staff. Senior staff is encouraged to enroll in the Recognition of Prior Learning (RPL) assessment for formal recognition of their knowledge, skills, and experiences acquired beyond traditional academic training.

為了照顧前線員工的長期發展，羅氏集團參加了由香港特別行政區政府推出的資歷架構（QF）計劃。資深前線員工可申請參與「過往資歷認可（RPL）」評核，讓他們可以在傳統學術制度以外，得到對其行業知識、技能以及經驗的專業認可資格。



LAWSGROUP Deputy Chairman & CEO Mr. Bosco Law (Right 5 on the back row) sits in the Qualifications Framework Industry Training Advisory Committee to help promoting the program within the industry.

羅氏集團副主席及行政總裁羅正杰先生參與「資歷架構」行業培訓諮詢委員會，推動計劃於業界之發展。



LAWSGROUP Deputy Chairman & CEO Mr. Bosco Law and HR Director Ms. Miko Cheung attended the QF Partnership Commendation Ceremony 2018. 羅氏集團副主席及行政總裁羅正杰先生及人力資源總監張嘉慧小姐出席2018資歷架構嘉許典禮。



Certificate of Commendation QF Star Support was presented to LAWSGROUP in 2018 for its support and contributions to the Qualifications Framework (QF). 羅氏集團於2018年獲頒發QF星級之友證書，以表揚其對資歷架構（QF）的支持和貢獻。



COMMITMENT TO THE WORKPLACE

對工作環境的承諾

A SAFE AND FAIR WORKPLACE

安全與公平的工作環境

LAWSGROUP respects and values the differences of individuals and strives to create a working environment free from any discrimination or harassments. As an Equal Opportunity Employer, LAWSGROUP is committed to provide equal employment and advancement opportunities to all individuals. Employment decisions are made based on the candidate's actual merit, qualifications, and abilities.

Our equal opportunity policy was formulated based on the following 4 anti-discrimination ordinances, and is adopted across all business units and departments to protect the legal rights of all staff and business partners.

羅氏集團尊重員工之間的差異，致力創造一個沒有任何歧視或騷擾的工作環境。作為提倡平等機會的僱主，羅氏集團致力確保所有人獲得平等的就業和晉升機會，並根據應徵者的實際工作表現、資歷和能力做出僱傭決定。

集團根據以下四項反歧視條例制定內部的平等機會政策，並應用於所有業務單位和部門，以保障所有員工和商業夥伴的合法權益。

- | | |
|------------------------------------------|--------------|
| • Sex Discrimination Ordinance | • 《性別歧視條例》 |
| • Disability Discrimination Ordinance | • 《殘疾歧視條例》 |
| • Family Status Discrimination Ordinance | • 《家庭崗位歧視條例》 |
| • Race Discrimination Ordinance | • 《種族歧視條例》 |



DIVERSITY AND INCLUSION

多元與共融

Employees with family commitments often struggle between work and family responsibilities. LAWSGROUP offers flexibility for staff to balance their work and families by introducing a series of family-friendly employment practices, including:

羅氏集團明白不少員工需要兼顧和承擔家庭責任，因此推行多項家庭友善僱傭措施，協助員工平衡工作與家庭責任，當中包括：

- Granting Special Leaves for employees to meet personal needs, such as marriage leave, compassionate leave, and examination leave.
配合員工個人需要給予特別假期，如婚姻假、恩恤假、考試假等。
- Adopting flexible arrangements, such as five-day work week, flexible working hours, flexitime, work from home, and remote office.
推行靈活工作安排，如五天工作周、彈性工作時間、彈性上班時間、居家或遙距辦公等。
- Offering support such as medical protection, counseling services, workshops for emotional management, lactation rooms in the workplace and family recreational activities.
提供生活支援如醫療保障、情緒輔導服務及工作坊、於辦公地點設置哺乳間和舉辦家庭同樂的活動等。



LAWSGROUP Human Resources Director, Ms. Miko Cheung attended the public workshop co-organized by Apex Institute and Dialogue Experience, sharing practical tips on integrating diversity and inclusion in workplace.
羅氏集團人力資源總監張嘉瑩小姐參加了Apex Institute及對話體驗合辦的公眾研討會，分享將多元化與包容性融入工作場所的實用技巧。

EQUAL OPPORTUNITY POLICY

平等機會政策

GENDER 性別



- Promote Equal Employment Opportunity between Men & Women
- Eliminate Discrimination on the grounds of Gender, Marital Status and Pregnancy
- Prevent Sexual Harassment and Victimization
- 為不同性傾向的人提供平等就業機會
- 消除基於性別、婚姻狀況和懷孕的歧視
- 防止性騷擾和任何不公平對待

FAMILY STATUS

- Eliminate Discrimination on the Basis of Family Status
- Grant Special Leave to Meet Employees' Family Needs
- Adopt Flexible Work Arrangements
- Provide Living Support
- 消除基於家庭狀況的歧視
- 針對員工家庭需要給予特別假期
- 推行靈活工作安排
- 提供生活上的支援

DISABILITY 殘疾



- Eliminate Discrimination and Harassment based on Disabilities
- 消除基於殘疾的歧視和騷擾

RACE 種族



- Eliminate Racial Discrimination
- Promote Racial Equality
- 消除種族歧視
- 促進種族平等

AGE 年齡



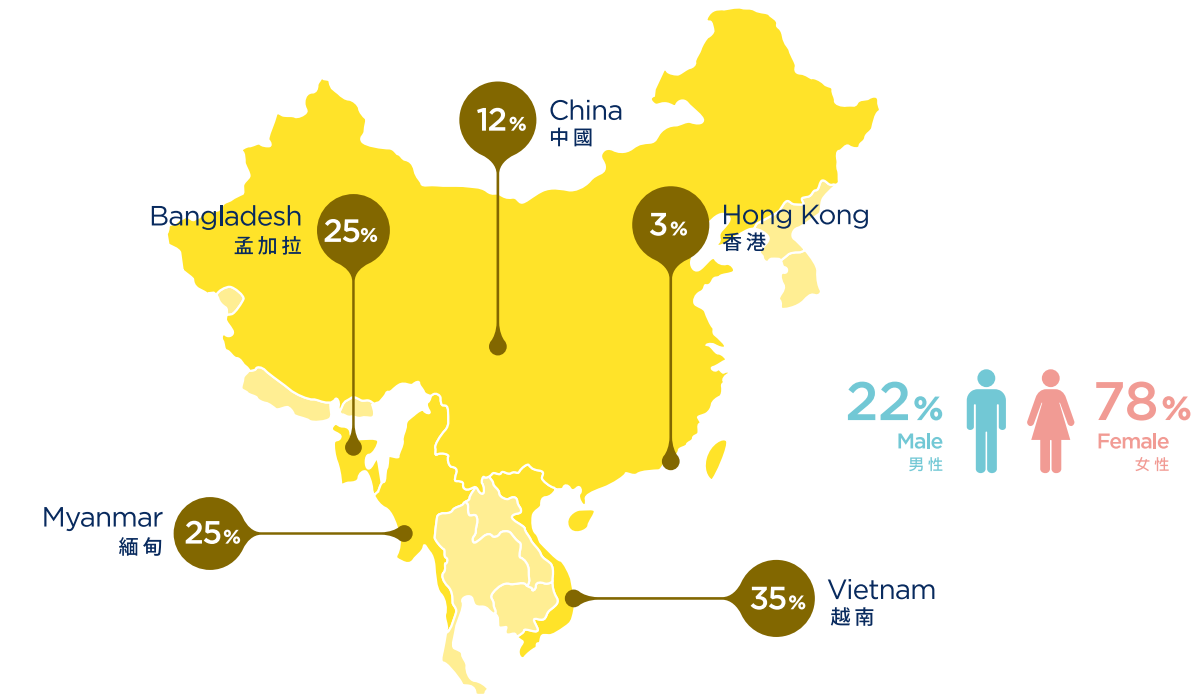
- Promote Equal Employment Opportunity between Different Ages
- Participate in ERB Post 50 Internship Programme
- 為不同年齡人士提供平等就業機會
- 參與僱員再培訓局「後50·實習生計劃」

DIVERSIFIED WORKFORCE 多元化勞動力

As a multinational conglomerate, LAWSGROUP is devoted to creating a diversified workplace which fosters teamwork among staff from different cultures and backgrounds. The male-female ratio in headquarter office is relatively even at about 1 to 1.3. While in some regions with manufacturing facilities, the ratio of female staff is significantly on the high side.

作為一家跨國企業，羅氏集團致力創造一個多元工作環境，鼓勵來自不同文化與背景的員工發揮團隊精神。集團總部的男女比例較為平均，約為1比1.3。而在一些設有廠房的地區，女性員工的比例則明顯較高。

GLOBAL WORKFORCE DISTRIBUTION 全球員工分佈



With its continuous efforts in people development and workplace management, LAWSGROUP received different awards and accolades, such as “FHKI Industry Cares – Grand Caring Award”, “FHKI Industry Cares – Best Social Impact Award”, “ERB Manpower Developer”, “Happy Company” and “Caring Company” for more than 15 consecutive years.

羅氏集團憑着於人才發展及工作間管理上的努力獲頒多個獎項及殊榮，包括「香港工業總會工業獻愛心 - 至尊關懷大獎」、「香港工業總會工業獻愛心 - 最具社會創效力獎」、「ERB人才企業」、「開心企業」及連續十五年參與「商界展關懷」。



At the FHKI Industry Cares Recognition Scheme 2019, LAWSGROUP was recognized with the “Grand Award (Enterprise Group)” and “Best Social Impact Award”. HR Director Ms. Miko Cheung shared her experience in promoting CSR at the prize presentation ceremony and HR Manager Ms. Betty Lam received the award from HKSAR Under Secretary for Labour and Welfare Mr. Caspar Tsui on behalf of the Group.

羅氏集團於香港工業總會2019工業獻愛心表揚計劃獲得「至尊關懷大獎（企業組）」及「最具社會創效力獎」。人力資源總監張嘉瑩小姐於頒獎典禮上分享履行企業社會責任的經驗及心得。人力資源經理林巧恩小姐代表集團從香港特區政府勞工及福利局副局長徐英偉先生接受獎項。



LAWSGROUP's efforts in promoting sustainability were recognized by various professional bodies. (Left and Right) HR Director Ms. Miko Cheung and HR Manager Ms. Betty Lam represented the Group and received HKMA's Hong Kong Sustainability Award - Certificate of Excellence and Charter Membership in 2018/19. The Group was also awarded with “Hong Kong Outstanding Corporate Citizenship Bronze Award (Enterprise Category)” in the 10th Hong Kong Corporate Citizenship Award Program.

羅氏集團促進可持續發展方面的努力得到各個專業機構的認可。人力資源總監張嘉瑩小姐及人力資源經理林巧恩小姐代表集團領取香港專業管理協會頒發之香港可持續發展獎卓越獎及特許會員證書。而集團亦同時榮獲香港生產力促進局第十屆香港企業公民嘉許計劃「香港傑出企業公民獎銅獎（企業組）」。



Industry Cares Grand Caring Award 2019
「工業獻愛心」表揚計劃2019
「至尊關懷大獎（企業組）」



Industry Cares Best Social Impact Award 2019
「工業獻愛心」表揚計劃2019
「最具社會創效力獎」



Best Company To Work For In Asia 2019



Good Employer Charter
好僱主約章



WWF Silver Member 2019/20
世界自然基金會香港分會純銀會員2019/20



Happy Company 5+ 2019
開心工作間 5+ 2019



HKMA Hong Kong Sustainability Award -
Certificate of Excellence
香港專業管理協會香港可持續發展獎 - 卓越獎



HKMA Charter Membership
香港專業管理協會特許會員



15+ Caring Company
15+商界展關懷



ERB Manpower Developer Award
「ERB人才企業嘉許計劃」



Qualifications Framework Partnerships
Commendation - QF Star Supporter
資歷架構夥伴嘉許計劃「QF星級之友」



Good MPF Employer 2018-19
「積金好僱主」2018-19



AWARDS & ACCOLADES

榮譽及殊項獎

INVESTING IN THE COMMUNITY

貢獻與建設社區



THE CULTURAL & CREATIVE LANDMARK

文化創意地標



D2 Place (a.k.a. Designers' Dreams) is the first shopping mall cum office complex revitalized from industrial building in Hong Kong. Opened in 2013, the whole project comprises two towers D2 Place ONE and D2 Place TWO, featuring over 500,000 sq.ft. of retail, office, and event spaces.

Unlike other cookie-cutter malls, D2 Place serves as a platform for creative individuals and young entrepreneurs to showcase their talents and develop their businesses. With the vision of driving the development of cultural and creative industries, D2 Place is in active collaborations with different local and overseas designers and other creative parties in organizing different creative and cultural events, including the signature "Weekend Markets".

As part of LAWSGROUP's CSV (Creating Shared Value) Initiatives, D2 Place operates with an innovative "Entrepreneurship Model" inaugurated by the Group's Deputy Chairman and CEO Mr. Bosco Law with the aim to breed and support startups, young entrepreneurs, and local brands.

As of 2020, more than 6,500 local and international creative parties benefited from the Model, fostering business development and cultural exchange in Hong Kong. With its proven success, D2 Place is recognized as a cultural and creative landmark in Hong Kong, housing a community of shared-mind individuals under the same roof.

D2 Place (又名「設計師之夢想 Designers' Dreams」) 是香港首個由工業大廈重建而成的商場及辦公室。於2013年開業，項目由D2 Place一期和D2 Place二期組成，合共提供超過五十萬平方呎的零售、辦公室和活動空間。

有別於其他倒模商場，D2 Place為設計師和年輕創業家提供展示才華和發展業務的平台。D2 Place致力推動文化創意產業的發展，積極與不同的本地和海外設計師及其他創意團體合作，舉辦不同的創意及文化活動，包括重點活動「週末市集」。

作為羅氏集團創造共享價值 (CSV) 計劃的一部分，D2 Place以集團副主席兼行政總裁羅正杰先生發起的「初創企業模式」作為營運方針，以培育和支持初創公司、年輕企業家和本地品牌。

直至2020年，「初創企業模式」已令超過六千五百多個本地和國際創意團體受益，促進其業務發展及香港的文化交流。憑藉「初創企業模式」的成功，D2 Place已成為香港集結年輕創新動力的新文化和創意地標。



THE 6-STEPS ENTREPRENEURSHIP MODEL

初創企業模式六步曲



The Entrepreneurship Model consists of 6 different stages, in which startups are nurtured and supported progressively from experimental sales experience in the Weekend Markets to managing a developed business across the city and even outreaching the world.

「初創商業模式」分6個階段逐步孕育及支持初創企業——由週末市集的銷售初體驗，到管理已發展成熟的業務，以至擴展生意到市內及世界各地。



THE BUSINESS-CREATIVE COMMUNITY PARTNERSHIP

商業與創意群組合夥計劃

D2 Place's "Entrepreneurship Model" was created based on the Creating Shared Value (CSV) theory originally proposed by Professor Michael Porter and Mark Kramer from Harvard University in 2011. Traditional Corporate Social Responsibility (CSR) is a unidirectional sponsorship or support provided directly from corporate to the beneficiary, usually a one-off and short-term support in the form of donation or volunteering work.

CSV, on the other hand, emphasizes a two-way interaction, in which corporate develops a unique business model to facilitate growth for both the company and the beneficiary, forming a win-win relationship. Such innovative concept was first introduced by LAWSGROUP's Deputy Chairman & CEO Mr. Bosco Law to D2 Place with proven records of long-term sustainability.

D2 Place的「初創商業模式」是參考由哈佛大學教授Michael Porter與Mark Kramer於2011年提出的「創造共享價值」理論而創立。傳統企業社會責任（CSR）是由企業向受惠者提供單向式的贊助或支持，通常是短期及一次性的支持，例如捐款或義工服務。

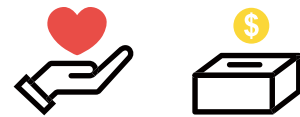
相反，創造共享價值（CSV）則著重雙向的互動。由企業自行開發獨特的營運模式，促進企業及受惠者兩方的共同發展，從而建立雙贏的關係。羅氏集團副主席兼行政總裁羅正杰先生率先將此創新概念於D2 Place推行，亦是保持我們長遠可持續發展的其中一個重要因素。

CSR

CORPORATE SOCIAL RESPONSIBILITY
企業社會責任

- One-off Unidirectional Goodwill and Support
- In response to External Needs
- Pure Philanthropic Cause

- 單向一次性的捐助或支持
- 回應外在需求
- 單純慈善事項

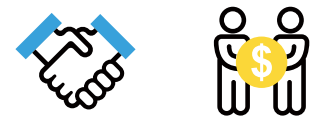


CSV

CREATING SHARED VALUE
創造共享價值

- Create both Economic and Social Benefits
- Initiated Internally to Compete
- Win-win to Maximize Profits

- 創造經濟及社會效益
- 由公司內部發起去增強競爭力
- 以雙贏局面最大化利潤



BUSINESS FOR SOCIAL GOOD GRAND AWARD

「商社共生」傑出大獎



Business
for
Social Good

OUTSTANDING AWARD



LAWSGROUP Deputy Chairman & CEO, Mr. Bosco Law, received the "Business for Social Good - Grand Award" from Chief Executive of Hong Kong, Mrs. Carrie Lam, and Convenor of HKSAR Executive Council, Mr. Bernard Chan at the Business for Social Good Outstanding Award Presentation Event 2017. 羅氏集團副主席及行政總裁羅正杰先生於「2017 商社共生傑出大獎頒獎典禮」獲香港特別行政區行政長官林鄭月娥女士及香港特別行政區行政會議召集人陳智思先生頒發「商社共生傑出大獎」。

With the dedication and proven results of D2 Place's innovative "Entrepreneurship Model", LAWSGROUP was recognized with the Grand Award at the inaugural Business for Social Good Award organized by Our Hong Kong Foundation, a prestigious award recognizing corporates with exceptional contributions in Creating Shared Value.

The Award was judged and voted by over 500 professionals, including Corporate CEOs, Non-governmental organization CEOs, and MBA Students. LAWSGROUP won the Grand Award among hundreds of participants and it was a great encouragement and recognition for the Group's effort in implementing CSV in Hong Kong.

憑著D2 Place「初創商業模式」的卓越貢獻和成果，羅氏集團於首屆「商社共生大獎」中獲得傑出大獎。這個備受認同的獎項由團結香港基金舉辦，旨在表揚於「創造共享價值」（CSV）方面有傑出成就的企業。

「商社共生大獎」經由超過500位專業評審遴選及投票選出，當中包括企業行政總裁、非牟利機構行政總裁、以及工商管理碩士學生。羅氏集團於過百家參選企業脫穎而出獲得傑出大獎，是對集團於香港履行CSV的肯定和鼓勵。

PROMOTING CSV BEYOND LAWSGROUP

於集團以外推動創造共享價值

As one of our key missions in sustainable development, LAWSGROUP has been actively promoting the concept of “Creating Shared Value” across the city through interviews, speeches, seminars, contests, media coverage, and other social and commercial events.

作為我們可持續發展的其中一個主要任務，羅氏集團一直積極透過訪問、演說、研討會、比賽、傳媒報導及其他社會及商業活動，於市內推廣「創造共享價值」理念。



LAWSGROUP Deputy Chairman and CEO Mr. Bosco Law shared his experience in promoting CSV across the city at the BSG Award Presentation Ceremony 2019.
羅氏集團副主席及行政總裁羅正杰先生於2019「商社共生」傑出大獎頒獎典禮上分享他對在香港推行「創造共享價值」的看法。



LAWSGROUP Deputy Chairman & CEO Mr. Bosco Law was invited by The Hong Kong Management Association for sharing his vision in CSV and the implementation at D2 Place.
香港管理專業協會邀請羅氏集團副主席及行政總裁羅正杰先生於研討會上分享他對「創造共享價值」的願景以及其在D2 Place的實踐。



Mr. Bosco Law talked about his vision and strategic approach in creating a unique CSV business model during a seminar organized by Our Hong Kong Foundation and the Lion Club.
羅正杰先生於一個由團結香港基金及獅子會舉辦的研討會上闡述他的願景以及其創造獨特「創造共享價值」商業模式的策略。

In recent years, more and more developers in Hong Kong started to follow and adopt similar business model of D2 Place in their shopping malls, such as offering support to the creative community and local entrepreneurs, organizing contests for local students, setting up local handicraft zones, and recruiting local individual brands.

With the recognition and support from different parties, LAWSGROUP will continue to strengthen communications and collaborations with all partners and relevant organizations to support more startups.

近年來，越來越多的本地發展商開始在他們的商場採用類似D2 Place的商業模式，例如支援創意產業及本地企業家、舉辦學生比賽、設立本地手作區、以及招攬本地獨立小店等。

得到各界的認同和支持，羅氏集團於未來會繼續加強與合作夥伴及其他相關團體的溝通和合作，令更多初創企業受惠。



LAWSGROUP Deputy Chairman and CEO Mr. Bosco Law exchanged collaborating ideas with Mr. Anthony Leung, Chairman of Nan Fung Group at the opening ceremony of The Mills.
羅氏集團副主席及行政總裁羅正杰先生與南豐集團主席梁錦松先生於南豐紗廠開幕典禮上交流合作意見。



LAWSGROUP was one of the case partners of the Hong Kong Shared Good Values Competition organized by Wofoo Social Enterprises. Deputy Chairman and CEO Mr. Bosco Law was invited as one of the judges and award presenter.
羅氏集團是和富社會企業HKSGV案例比賽的合作夥伴之一。集團副主席及行政總裁羅正杰先生獲邀請擔任評委和頒獎嘉賓。



As part of the Hong Kong Shared Good Values Competition, LAWSGROUP Marketing Director Mr. Leslie Fok represented the Group, shared and exchanged CSV ideas with local university students.
於HKSGV案例比賽其中一環節中，羅氏集團市場總監霍俊熹先生代表集團與本地大學生分享及交流「創造共享價值」的理念。

BUSINESS-GOVERNMENT-COMMUNITY TRI-PARTITE PARTNERSHIP

民商官三方協作模式

With its innovative operation model, unique shops and events, D2 Place was soon developed into a cultural and creative hub for the younger generations. As one of the successful cases under the Industrial Building Revitalization Scheme, D2 Place has become a subject of study for government, universities, and commercial entities. Different senior governmental officials visited D2 Place to show their support and appreciation to the project.

As a commercial entity, the operational strategies of D2 Place also match HKSAR Government's policies in fully supporting youth development — serving a platform to foster “Business-Government-Community Tri-partite Partnership”.

憑藉其創新營運模式及獨特的商舖和活動，D2 Place很快便發展成年輕人的文化及創意地標。作為活化工廈政策的成功案例之一，D2 Place已成為政府、大學和商業機構的研究課題，不同的政府高層官員更親身到場參觀，表達對項目的支持和讚賞。

作為商界的一份子，D2 Place的營運方針與香港特區政府全力支持青年發展的政策步伐一致，提供一個促進「民商官三方協作模式」的平台。



Guided Tour and Presentation of D2 Place for Financial Secretary of HKSAR, Mr. Paul Chan.
為香港特別行政區財政司司長陳茂波先生介紹及導覽D2 Place。



Guided Tour and Presentation of D2 Place for Chief Executive of HKSAR, Mrs. Carrie Lam.
為香港特別行政區行政長官林鄭月娥女士介紹及導覽D2 Place。

Guided Tour and Presentation of D2 Place for Secretary for Commerce and Economic Development of HKSAR, Mr. Edward Yau.
為香港特別行政區商務及經濟發展局局長邱騰華先生介紹及導覽D2 Place。

SPACE SHARING SCHEME FOR YOUTH

青年共享空間計劃



LAWSGROUP Deputy Chairman & CEO Mr. Bosco Law (Left 3), Chief Secretary for Administration of HKSAR, Mr. Matthew Cheung (Left 9), Chairman of the Commission of Youth, Mr. Lau Ming Wai (Left 8), and other government officials and landlord representatives joined the Press Conference of the “Youth Entrepreneurship Sharing Session”.

羅氏集團副主席及行政總裁羅正杰先生（左三）、香港特別行政區政務司司長張建宗先生（左九）、青年發展委員會副主席劉鳴煒（左八），以及其他政府官員和業主代表出席「青年同行工作成果分享會」記者招待會。

The HKSAR Government has launched the Space Sharing Scheme for Youth (SSSY) in 2017 as part of the “Business-Government-Community tripartite partnership”. The objective is to foster collaborations between different landlords and young startups by providing creative spaces at affordable rates.

As one of the first batch of developers joining the scheme, LAWSGROUP committed over 30,000 sq.ft. of retail and event spaces in D2 Place ONE and TWO as part of its Entrepreneurship Model. Young entrepreneurs who are eligible to participate in the scheme can enjoy concessionary rental offer, together with a complete business solution with sales, marketing, and distribution support from D2 Place and LAWSGROUP.

作為「民商官三方協作模式」的其中一環，香港特區政府於2017年啟動了「青年共享空間計劃」，旨在促進與不同業主與初創企業合作，並以優惠租金向他們提供創意空間。

羅氏集團是首批參與此計劃的發展商之一，特意於D2 Place一期及二期劃出超過30,000平方呎的零售及活動空間，作為初創企業模式的一部分。符合參與資格的年輕人或初創企業能以優惠租金享用空間，並能善用D2 Place與羅氏集團提供的全面銷售、推廣及分銷支援。

Spaces are offered in different forms, ranging from pop-up stores and kiosks to a multifunctional event space THE SPACE to support young startups with different needs and operation styles. As of 2020, the sharing spaces at D2 Place has organized more than 900 youth activities with over 6,500 young entrepreneurs have been benefited.



共享空間分為快閃店、銷售櫃檯以及多用途活動空間 THE SPACE等多個形式，以配合年輕初創公司不同的需要和營運風格。直至2020年，D2 Place的共享空間已舉辦超過900場青年活動，逾6,500名年輕創業家受惠。

BE MY
OWN
BOSS
Pop-up Store

10,000 sq.ft.

POP-UP STORES

快閃店

Provide versatile retail spaces at flexible rates and terms for entrepreneurs to test the market
為創業者以靈活租金及條款提供多元零售空間，以測試市場反應

KIOSKS

銷售專櫃

Weekend
Markets
@ D2 Place

WEEKEND MARKETS

週末市集

Offer over 100 market booths every weekends每
每週末提供超過100個市集攤位

THE
SPACE

12,000 sq.ft.

THE SPACE

THE SPACE 多用途活動空間

Lease to Government and Public Institutions, non-governmental organizations, educational institutions, and other creative parties at preferential rents
以優惠租金租予政府及公共機構、非政府團體、教育機構及其他創意團體使用

THE BARN
Group of Co.

集作

9,000 sq.ft.

THE BARN

THE BARN 生活百貨店

ZAAP⁶ ZOK³

集作 藝品廊

Provid a comprehensive consignment service to young entrepreneurs and designers
為本地設計師及創業者提供一站式寄賣服務

CREATING SHARED VALUE

創造共享價值

Organized over

70

Weekend Markets
舉辦超過70場週末市集

Organized more than

120

Cultural and Creative Events related to Art, Culture, Fashion, Sports and Movies
舉辦了120多個推動藝術、文化、時裝、體育及電影文化等創意活動

Collaborated with over

200

Government and Public Institutions, NGOs, Private Companies and Creative Parties
與超過200個政府與公共機構、非牟利組織、私營機構及創意團體合作

Supported more than

6,500

Startups and Local Businesses
支持6,500多間初創及本地企業

Attracted more than

4,700,000

Shoppers and Visitors
吸引了超過4,700,000位顧客

Helped startups generate more than

HK\$37,000,000

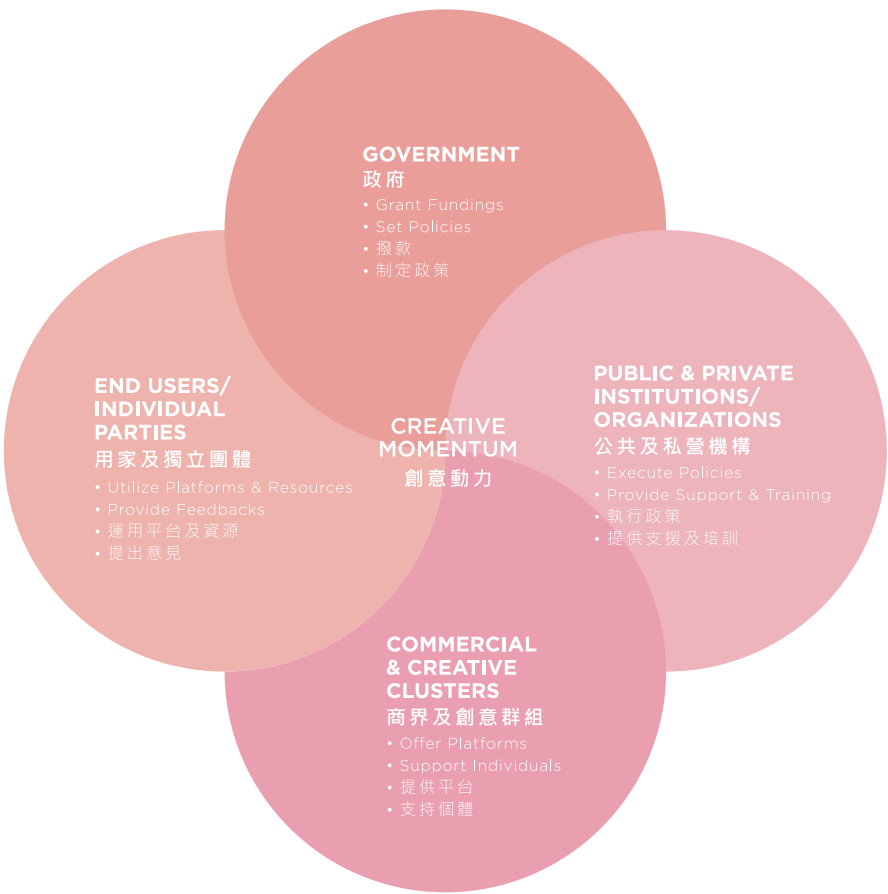
of sales

*Excluding revenue from other shops and tenants

協助初創公司帶來超過
37,000,000港幣的銷售額
*不包括商場內其他商戶之收入

HONG KONG CULTURAL & CREATIVE ECOSYSTEM

香港文化及創意生態



LAWSGROUP believes “Creating Shared Value (CSV)” is not only for individuals but is a business for everyone. To promote the sustainable development of Hong Kong’s cultural and creative industries, all stakeholders are encouraged to adopt CSV in their business models. Led by the HKSAR government and supported by commercial and creative clusters, a new Cultural and Creative Momentum is being evolved in recent years. We believe more and more startups will be able to benefit from the whole momentum in the future through active collaborations between different sectors.

羅氏集團深信「創造共享價值」（CSV）並不單是針對個人，而是涉及所有群體的事情。要推動香港文化創意產業的可持續發展，需要各個持分者將CSV理念應用於業務當中。近年香港政府特意牽頭，與商界和創意產業群組合形成全新的「文化創意動力」，我們相信透過各方之間的積極合作，未來將會更多初創企業從整個動力中受惠。

WEEKEND MARKETS, POP-UP STORES & KIOSKS

週末市集、快閃店及銷售櫃檯

D2 Place is the only shopping mall in Hong Kong organizing “Weekend Markets” on every Saturday and Sunday, attracting more than 100 booths and 30,000 shoppers every weekend. D2 Place is also one of the pioneers implementing the concept of “Pop-up Stores” and “Kiosks” in Hong Kong. Young entrepreneurs can enjoy concessionary and flexible rental rates, and test their products and ideas through interaction with their customers.

D2 Place是香港唯一逢星期六及日舉辦「週末市集」的商場，每個週末吸引超過100個檔攤及30,000名顧客進場。D2 Place亦是其中一個採用「快閃店」及「銷售櫃檯」的先驅。年輕創業者可享優惠及彈性的租金，並透過與客人的互動測試他們的產品與概念。

Weekend
Markets週末
市集
@ D2 Place



THE BARN LIFESTYLE STORE THE BARN 生活百貨



Collaborated with Hong Kong Trade Development Council (HKTDC) Design Gallery, LAWSGROUP set up THE BARN Lifestyle Store as a showcase platform for local designers. THE BARN provides a comprehensive consignment service as an alternative solution to support startups who are not yet ready to operate their own retail shop on a full-time basis.

為進一步鼓勵和支持初創企業，羅氏集團與香港貿易發展局設計廊合作，開設THE BARN生活百貨店，為本地設計師提供展示平台，並提供全面的寄賣服務，為尚未準備全職經營零售店的初創品牌提供另一支援選項。



ZAAP⁶ ZOK³ GALLERY CONCEPT STORE 集作 藝品廊

集作
ZAAP⁶ ZOK³

To reinforce the mission of “Made in Hong Kong” and “Top 10 Artisans Award” in recognizing and supporting excellent local designs, Zaap⁶ Zok³ offers a unique platform with exhibition spaces and consignment services for local artists and designers to showcase their creativity. Exhibitions and workshops are organized regularly to promote creativity to the public.

承接「香港掂檔」及「十大匠人選舉」致力表揚和支持本地優秀創作的理念，集作為本地藝術家和設計師提供展示創意的平台，並提供展覽空間及完整寄賣服務。集作亦定期舉辦展覽和工作坊等活動，向公眾推廣本地創意。



SEASONAL AND FESTIVE EVENTS

季節性及節日活動

To share the joy with the public, D2 Place organizes a wide range of festive and seasonal events all year round, including Chinese New Year Celebration, Summer Fun Campaign, Mid-Autumn Festival Party, Halloween Challenge, and the first-ever Snowing Rooftop Garden in Hong Kong during the Christmas period.

D2 Place亦於整年不同時節舉辦各類型的節日慶祝及季節活動，重點活動包括農曆新年商場裝飾、夏日派對、中秋節市集、萬聖節活動及香港首個聖誕節飄雪天台花園。



• Mid- Autumn Festival Night Market 中秋節市集



• Halloween Challenge 萬聖節活動



• Summer Fun Campaign 暑假派對



• Christmas Gala Galaxy 聖誕飄雪天台花園



• Christmas Gala Galaxy 聖誕插畫展覽



• Chinese New Year Installations 農曆新年商場裝飾

PUBLIC ENJOYMENT

為公眾提供娛樂

In line with the HKSAR Government's policies in supporting youth development, D2 Place encourages art and cultural exchanges among young people through organizing art exhibitions, design workshops, fashion showcases, music shows, sports trainings, movie screenings and more.

配合香港特區政府支持青年發展的政策，D2 Place鼓勵年輕人進行文化和藝術交流，並提供各種文化和創意活動，包括藝術展覽、設計工作坊、時裝展覽、音樂表演、體育培訓、電影放映活動等等。



• Cheung Yiu Hong Art Exhibition 張耀康《看見·不見》個人畫展



• Adidas Training Academy 室內運動課程



• Music Workshop 音樂工作坊



• Lai Yuen Exhibition 「我們的荔園」展覽及嘉年華



• Goodest Music Show 2019 做好音樂祭2019



• Canton Mic Rap Battle 2019 - 「決門」2019



• XBOX ONE Fanfest Presentation XBOX ONE發布會

MULTICULTURAL EVENTS

多元文化活動



• Le French May Saturday Live 法國五月節音樂會



• Songkran Hong Kong 香港潑水節



• D2 Place x Aqua Plaza Japanese Autumn Festival 「香港的秋祭り」



Apart from promoting local culture and creativity, D2 Place organizes different cultural celebrations throughout the year, such as Thai Water Festival, Le French May, Japanese Autumn Festival, Taiwanese Night Market, Korean Film Festival, and Japanese Idol Mini Concerts, bringing a unique multicultural experience to all visitors.

D2 Place與不同國家的創意團體合作，於年中舉辦各種文化慶祝活動，例如香港潑水節、法國五月節、日本秋祭、台灣市集、韓國電影節和日本偶像迷你音樂會，為公眾帶來多元文化體驗。



• TvN Movies Premium Screening TvN Movies 電影首映禮



• Aqua Plaza Autumn Fair 日本偶像迷你音樂會



• Taiwan Flavor Bazaar 台灣飲食美學市集





MADE IN HONG KONG

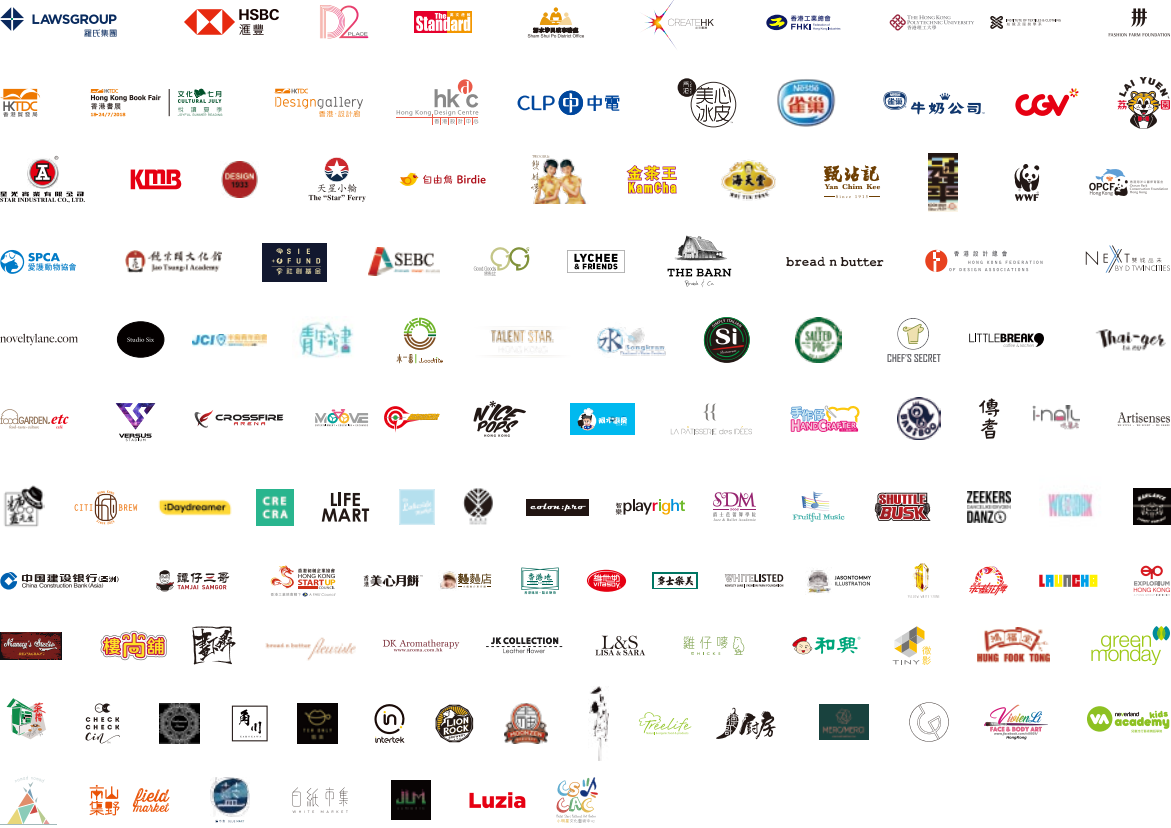
香港掂檔



With the objective of supporting local creativity, LAWSGROUP initiated the “Made in Hong Kong” campaigns in 2017. In collaboration with over 200 public and private organizations, the campaign rolls out various signature events every year. Highlight events include Street Carnival, Top 10 Artisans Award, and other local and overseas showcase opportunities. The brand also launched a gallery store Zaap⁶ Zok³ for the winners and participants of the campaign to showcase their creativity and works. “Made in Hong Kong” has soon become a signature platform for creative individuals to unleash their talents, driving the development of creative industries in Hong Kong.

為支持本地創作，羅氏集團於2017年成立「香港掂檔」，每年均與超過200個的公私營機構合作，推出多個重點活動，包括街頭嘉年華、十大匠人選舉以及其他本地和海外展出機會。品牌更開設首家工藝精品廊—集作，讓參與品牌活動的本地設計師展示其產品。「香港掂檔」迅速發展成為創意團體提供發揮創意的平台，推動創意產業發展。

PART OF THE COLLABORATING & SUPPORTING PARTNERS:
部分合作及支持伙伴：



“MADE IN HONG KONG” STREET CARNIVAL

「香港掂檔」街頭嘉年華

In celebration of the 20th anniversary HKSAR government’s establishment in 2017, “Made in Hong Kong” organized the first-ever Street Carnival in West Kowloon with over 150 public and private entities. The event received great responses in the society and became an annual event in the community, bringing a wide range of game booths, food stalls, music shows, dance performances and lots of enjoyment and laughs to the public.

為慶祝香港特別行政區政府成立20週年，「香港掂檔」於2017年舉辦首屆街頭嘉年華。是次活動除了成為政府認可的慶祝活動，更成為品牌的年度重點活動。D2 Place每年都會與150多個政府部門和私人機構合作，於街頭嘉年華帶來各種各樣的遊戲攤位、小食攤檔、音樂表演等等。



TOP 10 ARTISANS AWARD

十大匠人選舉

“Made in Hong Kong” organized the first “Top 10 Artisans Award” in 2017 as part of its annual campaign, with the mission to promote local creativity and artisan craftsmanship. In 2019, the contest was organized for the second time with over 300 artisans and market organizers competing for 11 awards, including cash sponsorship, free consignment services, exposure opportunities, and more.

“Top 10 Artisans Award” is the first and only platform in Hong Kong dedicated to appreciating local designs and handicraft brands. It is also the only award combining public voting and professional judging in the assessment process and is widely recognized and supported by individuals in the creative clusters.

「香港掂檔」於2017年首次舉辦年度活動「十大匠人選舉」，旨在推廣本地的原創及匠人工藝。2019年，「香港掂檔」再次舉辦比賽，並吸引超過300個本地手作單位及市集組織參與及競逐11個獎項，獎品包括現金資助、免費寄售服務、曝光機會等。

「十大匠人選舉」是香港首個亦是唯一一個表揚本地設計和手工藝品品牌的平台，亦是唯一一個結合公眾投票和專業評審的獎項，並得到創意群組的廣泛認可和支持。

GO GLOBAL

走向世界

With the mission to enhance the competitiveness and recognition of Hong Kong brands, "Made in Hong Kong" also actively promotes local designs to the world and helps the designers developing global presence.

In September 2018, the "Made in Hong Kong" team led the finalists of the Top 10 Artisans Award and participated in the "Flavor Bazaar: Eat Hong Kong in Taiwan" Weekend Market at 1914 Creative Park in Huashan, showcasing Hong Kong designs and works.

為提升香港品牌的競爭力及認知度，「香港掂檔」亦積極向外推廣本地設計，並幫助本地設計師往外發展。

「香港掂檔」團隊於2018年9月帶領「十大匠人選舉」的獲獎品牌到台北參加1914 華山創意園區一連兩日舉辦的「一口吃下香港：港味市集」，向海外人士展示他們的設計和作品。



"Made in Hong Kong" also participated in the Hong Kong International Licensing Show 2019, showcasing the outstanding designs from the finalists of the Top 10 Artisans Award.

「香港掂檔」亦參與香港國際授權展2019，展出「十大匠人選舉」得獎品牌的傑出設計。



CREATESMART INITIATIVE EXHIBITION

創意智優計劃展覽

Riding on the HKSAR Government's initiative to promote Hong Kong as a creative capital of Asia, D2 Place and CreateHK co-organized the CreateSmart Initiative Exhibition in summer 2019, showcasing over 100 CSI-funded projects, from advertising, fashion design, to digital entertainment. Live busking and design-related workshops were also arranged for public participations.



配合政府積極推動香港成為亞洲區內創意之都的目標，D2 Place與創意香港攜手於2019年夏季舉辦「創意智優計劃展覽」，展出過百個獲計劃資助項目的展品，涵蓋廣告、時裝設計及數碼娛樂等領域。展覽亦設有免費音樂表演以及與設計相關的工作坊供市民參加，推動社區參與。



INTRODUCTION OF KOREAN CINEMA

引入韓國戲院連鎖品牌

CGV Cinemas, a subsidiary of Korea's largest entertainment enterprise CJ Group, was introduced to D2 Place in 2018. The cinema features 4 houses and 472 seats with Hong Kong's first "Screen X" 270-degree projection technology and "K Star" house named after K-pop star Gong-Yoo. To facilitate cultural exchange between Hong Kong and Korean audience, D2 Place actively collaborates with CGV Cinemas in organizing different cultural events such as premiere screenings, seminars, award presentations, and more.

D2 Place於2018年引入韓國娛樂企業龍頭CJ Group旗下的連鎖影院品牌 CGV Cinemas。戲院共有4個影院472個座位，包括香港唯一提供270度投影技術的「Screen X」影院以及首個以韓星孔劉命名的「K Star館」。為促進香港和韓國觀眾之間的文化交流，D2 Place積極與CGV Cinemas合作舉辦不同文化活動，包括電影首映禮、研討會、頒獎典禮等。



SUPPORT FOR TENANTS

與商戶同行

D2 Place actively implements the Group's Creating Shared Value philosophy by supporting local businesses and brands. In 2019 and 2020, the business environment in Hong Kong encountered unprecedented challenges. In response to the government's call, LAWSGROUP was the first landlord in Hong Kong offering rental relief to all D2 Place tenants in the hope of supporting individual shops overcoming the tough market situation. Such arrangement also influenced other developers to take similar measures for the affected business owners.

D2 Place透過支持本地品牌，積極推行集團的「創造共享價值」理念。於2019年及2020年，香港的營商環境面對前所未有的挑戰，羅氏集團響應政府呼籲，率先為D2 Place租戶提供租金寬免，希望支持小商戶度過難關。集團此舉亦影響其他地產商推出類似措施幫助受影響商戶。



ENGAGING WITH THE COMMUNITY

投入社區



CORPORATE VOLUNTEER PROGRAM

企業義工計劃



LAWSGROUP has been actively fulfilling corporate social responsibility and officially set up “Corporate Volunteer Advisory Committee” in 2012, encouraging staff to participate in different volunteering opportunities for the elderly, people with disability, underprivileged families, victims of natural disasters, environmental organizations and more.

Other than organizing charitable activities for the local communities, the Group also expanded its volunteer framework to overseas business units, organizing different corporate volunteer programs in China, Vietnam, Myanmar and Bangladesh. Food, clothes, and monetary aids were donated to the victims suffering from natural disasters.

羅氏集團積極履行企業社會責任，並於2012年成立「企業義工服務顧問團」，鼓勵員工及其親友投入各項關愛社區的義工服務，服務對象涵蓋長者、殘障人士、低收入家庭、災區災民以及環保團體等。

除了於香港舉辦關愛社區活動，集團更將義工服務擴展至海外業務單位，於中國內地、越南、緬甸及孟加拉舉辦不同義工活動，並為受災人民送上食品、衣物及捐款等。



Gold Award for Volunteer Service (Organization)
「義務工作嘉許狀（團體）」金獎



As of 2019
直至 2019 年

1,400+ Volunteers
名義工
5,900+ Volunteer
Hours
服務小時

CONNECT WITH SHAM SHUI PO

連繫深水埗

One of our core volunteer programs was adopting “Design Thinking” methodology in helping people living in the grassroots neighbourhood. From a human-centric approach, our corporate volunteer team pinpointed and tackled the everyday problem for the people in need, bringing positive energy to the local communities.

集團核心義工服務計劃之一是採用「設計思維」來幫助基層居民。義工團隊透過以人為本的方式，為基層市民解決日常問題，為社區帶來活力。



OTHER VOLUNTEERING ACTIVITIES



Christmas Tour for Children 宏施慈善基金聖誕同樂日



Christmas Tour for Children 香港社區組織協會聖誕同樂日



The Salvation Army Recycling Programme - Clothes Donation 捐贈毛衣救世軍循環再用計劃



Blood Donation Event in Hong Kong 香港紅十字會愛心捐血日



Conservation Event at Hoi Ha Wan, WWF WWF 海下灣保育活動



Blood Donation Event in China 粵港人士無償獻血日



Relief Activities @ Myanmar, Vietnam and Bangladesh 緬甸、越南及孟加拉賑災活動





ABOUT FASHION FARM FOUNDATION

關於 FASHION FARM FOUNDATION

Fashion Farm Foundation (FFF) is a non-profit organization founded in 2012. With the mission of fostering the fashion industry in Hong Kong, and promoting local fashion brands worldwide. As a founding patron, LAWSGROUP continuously provides financial, operational, and venue sponsorships to FFF since its creation.

In collaboration with government departments, public and private institutions, commercial entities, and other stakeholders in the creative industries, FFF features a wide range of workshops, exhibitions, fashion shows and other outreach activities. Signature campaigns include HKFG Program, FFFRIDAY, and Fashion Express: The Greater Bay Area Design Parade supported by CreateHK, offering great opportunities for local emerging designers to showcase their talents and explore business opportunities.

非牟利機構Fashion Farm Foundation (FFF) 於2012年成立，旨在促進香港時裝業的發展，以及在世界各地推廣本地的時裝品牌。作為創始贊助機構，羅氏集團自FFF以來，一直提供資金、營運及場地支持，支援FFF的發展。

FFF積極與政府部門、公共和私人機構、商界以及創意產業的其他持分者合作，舉辦各種工作坊、展覽、時裝表演及其他推廣活動，重點活動包括HKFG計劃，以及由「創意香港」全力支持的FFFRIDAY及大灣區 — 時尚·出行，為本地新興設計師提供展示才華及探索商機的機會。



FASHION FARM FOUNDATION

QUICK FACTS

Since 2012, FFF has been actively connecting Hong Kong fashion designers with both local and global buyers and retailers, fostering business opportunities between them. In the past 8 years, FFF has:

Travelled to
11

自2012，FFF積極地連繫香港時裝設計師與本地和全球買家及零售商，為他們開拓商機。於過去8年間，FFF：

Major Fashion Cities including :

Paris, London, New York, Dubai, Tokyo, Singapore, Beijing, Shanghai, Qianhai Shenzhen, Hengqin Zhuhai and Macau

到訪過11個主要時裝城市：

巴黎、倫敦、紐約、杜拜、東京、新加坡、北京、上海、深圳前海、珠海橫琴及澳門

Collaborated with
75+

Partners & Organizations

與超過75個團體和機構合作

Benefited more than
260

Designers (fashion and related)

令超過260位時裝或相關設計師受惠

Reached
5,000,000

Hong Kong,

29 million Mainland China, and 2 million global audiences

接觸到500萬名香港本地、2900萬中國內地及200萬名海外受眾

Generated business value equivalent to HK

HK\$45,000,000

for the industry

為行業帶來港幣4,500萬元的商業價值



WHITELISTED CONCEPT STORE

WHITELISTED 概念店



WHITELISTED is a non-profit fashion platform co-founded by Novelty Lane and FFF. With financial, operational and venue sponsorships from LAWSGROUP, WHITELISTED opened its first concept store in D2 Place with the aim to promote Hong Kong fashion designs and enhance local brand awareness around the world. Apart from featuring local designer products, WHITELISTED also collaborates with different brands and parties in the creative industry to hold a variety of fashion and cultural events, such as fashion shows, exhibitions, workshops and more.

WHITELISTED是一個由Novelty Lane和FFF共同創立的非牟利時裝平台。得到羅氏集團的資金、營運和場地贊助，WHITELISTED成功於D2 Place開設了首間概念店，並以推廣香港時裝設計以及提升本地時裝品牌的國際知名度為己任。除了售賣香港設計產品，WHITELISTED亦與不同的創意產業團體合作，舉辦各種時裝和文化活動，如時裝表演、展覽、工作坊等。



To show government's support on the development of local fashion and design industry, Chief Executive of HKSAR Mrs. Carrie Lam paid a visit to the WHITELISTED Concept Store and exchanged views with industry professionals.

為表示政府對本地時裝及設計業發展的支持，香港特別行政區行政長官林鄭月娥女士親臨D2 Place參觀WHITELISTED概念店，並與業內專業人士交流意見。

FASHION EXPRESS: THE GREATER BAY AREA DESIGN PARADE

「大灣區 — 時尚 · 出行」

Supported by CreateHK, FFF launched “Fashion Express: The Greater Bay Area Design Parade” campaign from June to September 2019, touring 4 cities including Zhuhai Hengqin, Guangzhou, Shenzhen, and Hong Kong.

The campaign showcased the creativity of fashion designers in the Greater Bay Area through a series of innovative cross-disciplinary cultural activities, including: “Fashion Roving” exhibition, “Fashion Junction” summit, “Fashion Busking” music tour, “Fashion Rally” joint presentation, and “Fashion Journey” documentary screening and sharing session.

得到「創意香港」的贊助，FFF於2019年6至9月期間推出「大灣區 — 時尚 · 出行」企劃，於珠海橫琴、廣州、深圳及香港四大城市舉辦巡迴及活動。

「大灣區 — 時尚 · 出行」透過一系列創新的跨界別文化活動，展示大灣區內時裝設計師的創意，重點活動包括：大灣區時尚設計巡迴展「Fashion Roving」、大灣區時尚設計高峰論壇「Fashion Junction」、大灣區時尚音樂巡迴「Fashion Busking」、大灣區時尚服裝設計聯合展示秀「Fashion Rally」，以及大灣區時尚之旅分享會暨紀錄片首映「Fashion Journey」。



時尚. 出行

“FASHION ROVING” EXHIBITION

大灣區時尚設計巡迴展
「FASHION ROVING」

Leveraging the Greater Bay Area initiatives, “Fashion Roving” linked professional designers and students across the area, showcasing their talents while offering a platform for designers and industry insiders to exchange ideas. The exhibition showcased a number of design items by independent fashion brands as well as student works from Hong Kong and other cities.

把握大灣區帶來的機遇，時尚設計巡迴展「Fashion Roving」積極連繫區內專業時裝設計師及設計學生，展示他們的才華，同時為設計師和業內人士提供互相交流的平台。展覽展出多件大灣區獨立時裝品牌的設計，以及來自香港和區內城市的學生作品。



Member of the Hong Kong Legislative Council (Textiles and Garment) Mr Felix Chung (Right) visited the exhibition and exchanged ideas with participating designers.
香港立法會議員（紡織及製衣界）鍾國斌先生（右）到場與參展設計師交流



“FASHION JUNCTION” SUMMIT

大灣區時尚設計高峰論壇「FASHION JUNCTION」

“Fashion Junction” Summit invited over 500 representatives from different independent fashion brands, media companies and academia to discuss the prospects and future development of fashion industry in the Greater Bay Area.

大灣區時尚設計高峰論壇「Fashion Junction」邀請500名來自獨立時裝品牌、媒體公司及學術界代表進行對談，共同探討大灣區時裝行業前景及未來發展。

Hengqin Zhuhai 珠海橫琴



Guangzhou 廣州

“FASHION BUSKING”

大灣區時尚音樂巡迴
「FASHION BUSKING」

“Fashion Busking” invited a number of singer-songwriters to wear design items of independent fashion brands for their music performances. Blending music, fashion, and installation arts together, the cross-disciplinary collaboration brings a novel fashion and music experience to the audience.

「Fashion Busking」邀請多位創作歌手穿上獨立時裝品牌的设计，並進行一連串音樂表演，將音樂、時尚和裝置藝術三種元素融為一體，為觀眾帶來了新穎的時裝及音樂表演體驗。



“FASHION RALLY” JOINT PRESENTATION

大灣區時尚服裝設計聯合展示秀「FASHION RALLY」

With years of experience in organizing fashion shows in New York and Paris, FFF curated “Fashion Rally” Joint Presentation, showcasing fashion pieces from 5 design institutions and 2 independent fashion brands in the Greater Bay Area.

The works were showcased in a Fashion Presentation format, in which audience can closely appreciate the details of the designs with an interactive fashion experience.

憑藉多年來在紐約和巴黎等地多次舉辦時裝表演的經驗，FFF策劃時尚服裝設計聯合展示秀「Fashion Rally」，以嶄新方式展示5所大灣區設計院校和2個香港獨立品牌的時裝作品。

大會當天以半靜態的方式展示作品，讓觀眾近距離欣賞設計的細節，創造互動式的時尚體驗。



Qianhai Shenzhen 深圳前海

FASHION TRUCK

時尚貨車

FFF has specially tailor-made a fashion truck with a translucent shell and retractable roof, which serves both as a runway platform and a performing stage. The fashion truck toured 3 cities from Guangzhou, Zhuhai Hengqin to Shenzhen, leading the journey of the whole campaign.

FFF特意為這次企劃打造時尚貨車，半透明的外殼加上開合式的設計，令貨車既能作為展示空間，亦可變成表演舞台。時尚貨車於廣州、珠海橫琴和深圳三個城市巡迴展覽，帶領著整個活動的旅程。



“FASHION JOURNEY”
DOCUMENTARY SCREENING
AND SHARING SESSION

大灣區時尚之旅分享會暨紀錄片首映



In collaboration with Ergeng TV, FFF filmed a documentary “Fashion Express” and combined it with an original story, recording the campaign highlights in Guangzhou, Zhuhai Hengqin, and Shenzhen. A screening and sharing session “Fashion Journey” was also organized at CGV Cinemas D2 Place in August 2019. Local fashion designers and actors were invited to share their experiences.

FFF與二更影視合作，共同製作劇情紀錄片《時尚出行》，結合原創故事，記錄「大灣區 — 時尚·出行」於廣州、珠海橫琴及深圳三地的活動盛況。2019年8月，FFF亦於CGV Cinemas D2 Place舉辦大灣區時尚之旅分享會暨紀錄片首映「Fashion Journey」，邀請香港時裝設計師和《時尚出行》演員分享整個活動的點滴。

Hong Kong
香港



HKSAR Financial Secretary Mr. Paul Chan visited “Fashion Express”’s booth to show support to the FFF project.

香港特別行政區財政司司長陳茂波先生參觀了「時尚出行」攤位，表達對項目的支持。

FFF@CENTRESTAGE

FFF participated in the annual fashion event CENTRESTAGE 2019 at HKCEC, exhibiting a series of fashion pieces by designers from the Greater Bay Area. Designers had the opportunities to meet fashion media, buyers, and industry experts, as well as exploring regional and overseas business opportunities.

FFF去年參與香港年度時裝盛事CENTRESTAGE 2019，在香港會議展覽中心展出一系列大灣區時裝設計師的作品。設計師於活動期間能與來自各地的時裝媒體、買手及業界人士交流意見，並探索區內和海外商機。

CENTRESTAGE
HONG
KONG
IN
FASHION

HKFG PROGRAM

HKFG 計劃

Formerly known as the Hong Kong Fashion Guerilla, the HKFG is an international program launched by FFF with the support from CreateHK. The program has been staged in different renowned fashion cities including Paris, New York, Tokyo, Singapore, Beijing and Shanghai, with a mission to bridge local talents to international fashion scene.

得到「創意香港」的支持，FFF推出的HKFG計劃（前身為Hong Kong Fashion Guerilla），旨在連繫本地人才與國際時裝界，並於巴黎、紐約、東京、新加坡、北京和上海等不同知名時尚城市推行。

HKFG PARIS SS20 / AW20 HKFG 2020春夏 / 秋冬巴黎時裝周

FFF led 8 Hong Kong fashion labels to HKFG Paris SS20 and AW20 Fashion Week, showcasing the talent and creativity of Hong Kong fashion designers to international fashion buyers and media. Combined with installation arts, the event presented the latest spring and summer collections of individual fashion labels in different formats, offering an unconventional fashion show experience.

FFF率領8個香港品牌進軍巴黎春夏時裝週，向世界各地的時裝買手及媒體展現香港時裝設計師的創意才華。結合裝置藝術的元素，活動以多種形式展示獨立時裝品牌的最新春夏系列，帶來非一般的時裝表演體驗。

HKG
PAR



Deputy Representative of HKETO, Brussels Mr. Sam Hui (Left 7) and FFF Chairlady Ms. Edith Law (Left 8) attended the show to support participating local brands.
香港商務及經濟發展局駐布魯塞爾經濟貿易辦事處副代表許澤森先生（左七）及FFF主席羅可欣小姐（左八）到場支持本地參與品牌。



HKFG DUBAI SS20 HKFG 杜拜 SS20

To seize the opportunities arising from the Belt and Road Initiative, FFF introduced HKFG DUBAI SS20 at Dubai in partnership with Arab Fashion Week. The latest spring and summer collections of FFF's 8 local fashion brands were presented on the stage to fashionistas from all over the world.

為抓緊「一帶一路」倡議所帶來的機遇，HKFG再度與阿拉伯時裝周攜手合作，於杜拜舉行HKFG DUBAI SS20時裝表演，並將FFF的8個本地時尚品牌的最新春夏系列帶上舞台，向來自世界各地的時裝界人士展示本地時裝。

HKG
DXB

LOOKING TO THE FUTURE

展望將來



LAWSGROUP Official Website
羅氏集團官方網站



LAWSGROUP CSRS Report 2019/20
羅氏集團企業社會責任及
可持續發展報告2019/20 (PDF)

This year marks the 45th anniversary of LAWSGROUP, as well as the end of the first phase of the “15-year Sustainability Plan”. Over the past years, LAWSGROUP has successfully developed new sustainable frameworks, with the vision of minimizing impacts on environment, while creating shared value for our society.

In terms of manufacturing, a series of new technology and productions policies were introduced to our production lines. The adoption of automated and computerized equipment such as automated cutting machines and upgraded water recycling system reduced nearly half of our regular energy consumption. Integrated management system also helped improve our overall productivity and efficiency.

While for talent development, Design Thinking was incorporated into our core training scheme with the aim to foster innovation in the workplace. New learning momentum and redesigned courses are offered to all staff to encourage the application of creativity in solving problems at work.

Resources are also dedicated to further our ambition in promoting CSV across the city. Other than sharing our CSV visions with different parties through seminars and collaborations, we also devoted efforts to strengthen designers' network and participation in the creative industry. New initiatives such as “Zaap⁶ Zok³” under the “Made in Hong Kong” campaign shows our commitment in promoting the development of Hong Kong's creative and culture industry.

Heading to the second stage of our sustainability plan, LAWSGROUP will continue refining its sustainability strategies for the long-term development of the Company, as well as strengthening the connections and collaborations with different stakeholders to create a win-win situation for the Group and society.

今年是羅氏集團成立45週年，也是「15年可持續發展計劃」第一階段的結束。在過去幾年間，集團成功開展可持續發展的新框架，竭力在多方面減低對環境的影響，同時為社會創造共享價值。

於製造業務方面，我們於生產線引入一系列的新技術和生產策略，包括自動化及電腦化設備、全自動裁床和升級污水循環系統，以節省接近一半的恆常能源消耗。綜合管理系統亦有助提高整體生產力和效率。

於人才發展上，我們亦將設計思維納入核心培訓計劃，為所有員工提供新的學習動力並設計全新的課程，鼓勵他們運用創造力解決工作上的問題，積極於工作間推動創新意念。

我們同時投放更多資源於市內進一步推廣CSV。除了透過研討會和合作項目與各方分享我們的CSV願景，我們亦致力加強設計師的創意產業網絡及鼓勵行業參與，例如於2020年推行的「香港掂檔 — 集作」計劃，促進本地創意和設計產業的發展。

邁向「15年可持續發展計劃」的第二階段，羅氏集團將繼續改進可持續發展策略，推動集團業務的可持續性，並加強不同持分者的聯繫與合作，為集團和社會創造雙贏的局面。

羅氏集團企業社會責任及可持續發展委員會

QUESTION OR COMMENT?

Please contact our CSRS Committee
閣下如對此報告有任何問題或意見，歡迎聯絡
企業社會責任及可持續發展委員會

✉ csrs@lawsgroup.com

LAWSGROUP CSRS COMMITTEE



TOGETHER
FOR A
BETTER
FUTURE

SINCE 1975



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