

# Rapee

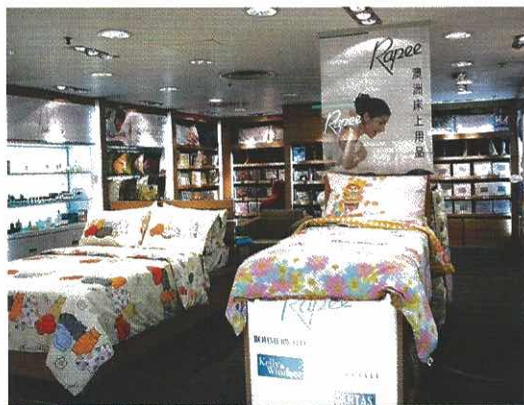
## THE MARKET

The people of Hong Kong are famous for their appreciation of the fine things in life, and nowhere is this more apparent than in their homes. The city brims with shops, showrooms and boutiques boasting elegant and stylish home furnishings and accessories designed to transform the average apartment into a palace.

Of these, one company stands out as unique. Livingston Enterprises Ltd is famous throughout the territory not only as the sole distributor of Rapee, the renowned brand of Australian linen, but also as the largest supplier of imported bed linen in Hong Kong with good quality and modern designs. The company has recently introduced a chain of rapee-LIVING stores dedicated to offering a wide range of Rapee bedding, quilts, pillows, and cushions to the people of Hong Kong. Rapee is also available in 20 consignment counters in department stores in Hong Kong and Macau. Rapee offers both contemporary and classic ensembles for the home that suit every taste.

## ACHIEVEMENTS

Rapee was recently presented with the Jusco Best Business Partner Award and the Jusco Award of



Appreciation, which were presented by the Jusco group in appreciation of Rapee's efforts and ongoing sales support.

## HISTORY

Livingston Enterprises Limited was established by Mr Edward Mok in 1981. The company began by importing an exclusive range of bed linen to Hong Kong. Starting with Rapee, the company's range has grown over the years to include some of the world's leading brands including Sleeping Beauty, Sovereign, Puradown, Bohmerwald, Somerelle, Sanderson and Santas.



Livingston Enterprises Ltd has run Rapee consignment counters in department stores for over 20 years, and has opened nine exclusive rapee-LIVING shops in just five years. The first shop opened in Stanley in November 2002, and the company quickly added home accessories and personal care products to its range as bedding items are traditionally popular only in winter. Since then, stores have opened in Chai Wan, Tsimshatsui, Olympian City, Marina Square, Westwood, Hollywood Road, The Peak and Sai Kung.

Today, Rapee is the largest supplier of imported bed linen in Hong Kong. Acutely aware of the importance of quality staff and high levels of service, each member of the team completes a comprehensive training programme under the



close supervision of Tip-Top Consultants. The programme incorporates elements such as how to cope with customers, enhance communication and presentation skills and improve selling techniques.

## THE PRODUCT

Rapee's main product line is exclusive bedding, the majority of which is imported from Australia. The range includes bed linen, pillows, quilts and duvets, which support wellbeing and provide an extraordinary sleeping experience for customers. Rapee's bed linen, which is available in different print, embroidery, cotton sateen, panel printed and jacquard designs, suit the different tastes and styles of a wide range of customers. Its quilts are available in a selection of sumptuous materials such as wool, down, silk, cashmere or cotton.

The stores also offer an array of cushions made from silk, cotton, acrylic and polyester.

Rapee constantly introduces new and innovative products to cater to its customers' diverse needs. Recently, Rapee launched a special quilt series called proVita which helps to keep the whole body warm whilst in air-conditioned bedrooms or in winter. During sleep, blood vessels constrict to conserve body heat. This biological mechanism makes the body's extremities cold. The patented gradational design of proVita quilts keeps users warm through a high filling-weight in the base of the quilt, which helps



keep feet warm. Currently, the series consists of 70 and 100 percent first-class Canadian goose down manufactured under hygienic standards in accordance with EN12935. The down is grown and washed to the highest standards possible, including a sterilisation process which meets, and even exceeds US standards. The filling composition of each product is qualified using an individual control number.

Each quilt has a Nomite® down-proof cotton casing, which fulfils the standards of the German Standardization Institute. Its anti-dust mite characteristic makes it suitable for allergy sufferers.

Almost 80 percent of all Rapée products come from Australia, with the rest sourced from Europe.

**RECENT DEVELOPMENTS**

Rapée opened new consignment counters in New Yaohan, Macau, and in Citistore and



the Metropole International Department Store Ltd in Hong Kong in 2004.

The company has also recently launched a new product range called the Rapée Eden collection. The collection includes natural aloe vera bed linen. The innovative product cares for customers' skin and health while they are asleep, this having a positive influence on physical, spiritual, emotional and environmental levels. The aloe vera has a moisturising effect and can help soothe sunburn and stings.

The aloe vera collection protects its users from insects and



bacteria as it is anti-microbial. It also stimulates blood circulation, supporting overall wellbeing. It provides comfortable, pleasant and skin-sympathetic bedding, and is especially suitable for summer as it has a cooling effect. Customers are given the ultimate assurance of its quality, as all aloe vera collection products meet the requirements of Oeko-Tex 100, which guarantees that any harmful substances present within processed textiles are filtered.

Rapée recently extended its range to include international favourites such as Cotton USA and Monchhichi. The company is also the Hong Kong agent for world-famous brand Somerelle, which is a division of Invista and creates bedding using unique fibres for added comfort. Somerelle has long been famous for state-of-the-art fabrics that are custom designed to guarantee unrivalled longevity. The Somerelle range is renowned for its style and adorns the beds of some of the most elegant homes in town.

**PROMOTION**

Rapée recently undertook a series of above-the-line activities including advertisements in newspapers, magazines

and television and outdoor media such as bus panels.

Rapée recently launched a members club, which has already amassed an impressive 10,000 members and operates in conjunction with the company's website. Membership is available to any customer who spends HK\$300 in a store. Cardholders are entitled to a 20 percent discount on regular items. Other membership privileges include a seasonal newsletter introducing the latest products and promotions, and welcome and premium gifts for new and existing members.

In addition, Rapée embarks on joint activities promoting its exclusive range of bed linen in department stores such as Sogo, Jusco, Uny, Seiyu and Wing On.

**BRAND VALUES**

Rapée stands for the "Dream of Australia" and is the largest supplier of imported bed linen in the country. The company has long been a specialist in helping the people of Hong Kong to make their homes a sanctuary and their lives more pleasant. Each rapée-LIVING store lives up to this not only in the range it presents but the design of the store itself. Simple, minimalist and easy to move around, rapée-LIVING stores make home interior shopping an enjoyable outing.



**THINGS YOU DIDN'T KNOW ABOUT RAPEE**

- Rapée bed linen is treated with Actigard®, which provides comprehensive protection against house dust mites and their allergens and prevents mould spots and unpleasant odours caused by bacteria and fungi, thus creating wellbeing in the sleeping area
- Rapée is Hong Kong's leading supplier of quality bedding. In 23 years, the company has sold enough sheets to cover Hong Kong Stadium 200 times
- Rapée has recently introduced a deluxe collection of bed linen which has 510 threads, giving a silky texture and extraordinary comfort