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Glam Fest 2022 Press Release

By Adin Simoens - August 26, 2022 185 0



Plus Group International brings the iconic 'GlamFest' to Hong Kong Island for the first time!

Hong Kong 1st September 2022 – Plus Group International Limited announces its special edition of their Annual Kowloon Fairs 2022 to be held on Thursday, 1st September 2022 for the very first time on the Hong Kong island at the JW Marriott Ballroom from 11am to 8pm.

Adesiflava had the opportunity to interview one of the founders of Plus Group here is the transcript of the questions and answers.

1) What's the ideal type of nationally that comes to this bazaar or is it mainly for Indians in HK?

Not only for Indians in HK the fair is for anyone who's a shopaholic or even looking to network or meet people during the day. It started as Diwali Bazaar 16 years ago and now its glam fest, hence making it more versatile for everyone. Our crowd was 70% Indian and now that we have grown we can see a lot more nationalities like chinese people coming to shop , mainly expats. The bazaar is for anyone that wishes to have unique shopping experience for services and products that are not easily available.

2) With the venues slowly opening in HK do you suspect the crowd being less in any way?

No, we've done this for 16 years and the fair brings a very unique experience to all.

The vendors who make up mainly of small and medium enterprises bring in a lot of items from their home countries such as Turkey, Indonesia, India and more. That adds to the 'all your shopping needs under one roof experience'.

Hong Kong was closed for 3 years but our fairs have been going for 16 years so no that won't affect the crowd being less or more in any way. If anything it will be the same, We estimate 800-1000 people at any given time.

3) What measures are being taken by the team to make sure the entire event is a covid free event?

The event is being held at a ballroom in the JW Marriott. All covid measures that are supposed to be taken are being taken as per government regulations.

Everyone will need to wear masks , use their trace home app must. Colour codes are supposed to be followed if someone they won't be allowed.



Our team will be doing at antigen test to make sure we are covid free. Those are the measurements taken by us.

4) If someone is interested in getting their products featured in the venue what's the procedure?

Contact us at bazar@printplus.com.hk and request to be put on a potential vendor list. When we open up any of our fairs for exhibitor application we will send a broadcast to all the vendors that have emailed us and they will be provided with a link to apply to us which is on the website bazzarprintplus.com.hk and they will be contacted once they apply if their space is confirmed.

5) Why is the GlamFest being held on Hong Kong Island side this time?

For the past 15 years, we have been doing these fairs at the Kowloon side at various 5 star venues. These fairs are loved by many and we were requested to explore and also have one on the Hong Kong island, We know that our vendors and the fair is something that the island shoppers would love to experience, We bring something new every year with the fairs so this year, it's coming to HK Island!

We started at the Kowloon Cricket Club with 5 vendors 16 years ago and now we are at 60 vendors in a ball room at a 5 star hotel. We started off with one fair a year and now we're at 3 fairs a year. So this is all about growing and evolving.

6) Tell me more about Plus Group.

Plus Group is run by Deepa Nainani and Neerja Sujani. Plus Group International started off as a primarily a printing company and now as time has changed, we have moved on to website/ graphic design/ social media marketing and handling corporate events.

That's the core business as Plus Group. Having a huge network of small and medium enterprises, we came up with the idea of shopping fairs. That gives our clients a shop front to a whole network of high net worth shoppers that we bring about over our years of being in Hong Kong.

7) With Diwali around the corner , are there more events in the pipeline before Diwali ?

Yes we have been running our flagship fairs for the last 16 years so that wouldn't change, we would definitely continue to have that. On 13th October we will have the Diwali fair at the

Kowloon Shangri-La. Last year we had the Diwali fair at the same venue and it was much loved. We are sticking to the ball room and it has been our biggest one.

We will also be introducing a whole new fair which is the Christmas fair. Last year, we had Summer Sparkles and The Spring Fling, however due to covid this year, we have had restrictions so we couldn't hold any fairs for the first half of the year, hence to make up for lost time, we will do a Christmas fair!

Here are some customer testimonies

Anna Wong- Shopper

I visited your Bazaar for the first time this year and was delighted to visit and be a part of it – I did all my gift shopping and met so many wonderful people! Thank you and see you next year!



Mandy B.- Vendor

This was my first ever shopping fair that I participated in! And I was sold out of all my stock by 6pm....

Kiran Pathak- Shopper

I visit every year, twice a year in fact and come in a budget to buy all the new and wonderful things that you get your various sellers to offer us. My family and I look forward to shopping with your fairs each time.

The Bazaar has a rich history with the first year being organised and held at the Kowloon Cricket Club with just 20 vendors – the response since its inception has been overwhelming year on year and now the fairs take place at various five-star venues thrice a year and stands at over 50+ vendors.



Besides the Island side new edition this year, Plus Group will continue their flagship fair on the Kowloon side on 13th October and for the very first time, they will be bringing a Christmas fair to Kowloon on 1st December 2022!

GlamFest displays an impressive range from couture, designer wear, household items, lifestyle products, natural skincare, organic groceries, fashion accessories to gift items and much more.

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