

# CircleSquare to host WiTR fundraiser in support of ImpactHK

## Women in Travel Retail



*Creative Rendez-Vous  
Fundraiser*



12 November  
6 to 9pm

**Hosted by CircleSquare 's Creative  
Rendez-vous, all welcome to join!**

We will collect donations starting from HK\$100 on the night for Impact HK, and CircleSquare will match the total amount. ImpactHK is a non-profit that provides the homeless in Hong Kong with friendship, food, shelter, education and employment opportunities.

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MTR: Quarry Bay Exit C

**circlesquare**



As part of its monthly Creative Rendez-Vous initiative, the leading player in travel retail will dedicate

an evening of networking, discussion and entertainment to raise funds for the chosen charity of its event partner: Women in Travel Retail

CircleSquare, the leading experiential marketing, brand activation and consumer engagement specialist and prominent player in travel retail, will devote its monthly Creative Rendez-Vous in Hong Kong to raising funds for ImpactHK, the chosen charity of its event partner Women in Travel Retail (WiTR).

Consisting of an evening of networking, creative conversation and music, the event will be staged at the company's offices in Quarry Bay on November 12 from 6pm - 9pm. It will be open to clients, associates and the local business community, with a suggested minimum HK\$100 donation to ImpactHK. CircleSquare has pledged to match in full all contributions.



Taking place at the company's offices in Quarry Bay on November 12, the fundraiser will be open to clients, associates and the local business community

ImpactHK is a non-profit organization that provides the homeless in Hong Kong with friendship, shelter, education and employment opportunities.

Everyone attending the event will receive a complimentary goodie bag of travel retail exclusives from cosmetics brand Rituals and enjoy drinks sponsored by Pernod Ricard and food from local restaurant brand, Cali-Mex. A popular local DJ will be spinning records for the whole evening.



A snapshot of the complimentary goodie bag from Rituals Cosmetics, which will be given to all attendees of the networking event

“These monthly events are a great opportunity for our clients to network in a relaxed environment and we are particularly pleased to be able to collaborate on this occasion with our friends at Women in Travel Retail to raise money for the great cause of ImpactHK. I would like to thank our sponsors for their support of the event, on this occasion Rituals, Pernod Ricard and Cali-Mex – they will all contribute to what I am sure will be another great meet-up. We would love to see some new faces attend and take the opportunity for some great conversations,” says Stephane Zermatten, Managing Partner, CircleSquare.

“Chances to meet with friends and peers have been pretty scarce because of COVID-19 this year, especially with the cancellation of the TFWA events in Singapore and Cannes, so it’s great to be involved in organizing a safe and stimulating event of this nature. It’s a fine initiative from CircleSquare and a great opportunity to raise money for WiTR’s chosen charity, ImpactHK,” adds Erin Lillis, Travel Retail Director, Lacoste (speaking on behalf of WiTR).

Those interested in attending the event, please email Erin at [elillis@lacoste.com](mailto:elillis@lacoste.com) for further information.