

HONG KONG  
**baonarat**

MARCH 2014

另附名店VIP指南

♠ ♥ ♣ ♦  
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**FASHION  
MEETS ART**  
SIX YOUNG  
CREATIVES SHOW  
THEIR STYLE

**PRESS FREEDOM  
UNDER FIRE**  
LI WEI-LING, FERVENT &  
UNBOWED, SPEAKS OUT

**AFA**  
**ACADEMY DEBUT**  
BRINGS ASIA MORE  
INTO PICTURE

**6**  
**MOST  
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NEW WATCHES

HK FILM FESTIVAL'S TIRELESS FACE  
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'LET'S MAKE MORE MEANINGFUL MOVIES'

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FASHION ♦ LUXURY ♦ LIFESTYLE



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Helen Ma is pictured at Le Spa Evidens Hong Kong, 1/F, Cubus, 1 Hoi Ping Road, Causeway Bay, tel: 2162 1080

PHOTOGRAPH IKE

## EVIDENS DE BEAUTE

[www.evidensdebeaute.com](http://www.evidensdebeaute.com)

### AGE Six

**ORIGINS** Evidens is unlike any other beauty brand; it is the product of a love story between French founder Charles Edouard Barthes and his Japanese wife, Eriko Nakamura. Barthes noticed that Nakamura would constantly change her skincare products as none seemed to work for her sensitive skin. He resolved to create a skincare line suitable for her, inspired by her beauty. Leaving his fashion job at France Luxury Group, Barthes founded Evidens de Beaute in 2004, fusing Japanese technology and the French affinity for luxury and pleasure. Evidens de Beaute is now available in 17 countries.

**KEY PRODUCTS** Eye and face serums; the Special Mask

**SHORT-TERM GOAL** Now that the spa has become popular, Ma is focusing on expanding her retail arm, hoping to open two or three more shops selling the products this year. "I'd like people to realise that Evidens is primarily an anti-aging skincare line, not a spa brand," she says.

**LONG-TERM GOAL** For many luxury brands, entering China is a strategic and necessary move. Ma hopes to achieve this with Evidens in the next few years.

**PHILOSOPHY** Barthes' philosophy in creating the skincare line was "close to the one of haute couture: technical and artistic perfection". Ma adds: "Evidens is a quality brand that combines the best of both worlds [Asian and Western] and aids women with sensitive skin."