

A Golf and Lifestyle Magazine Exclusively for The Modern Woman

# FORE GIRLS

女高球雜誌

MAGAZINE

SEP 2014 | ISSUE 14

HK\$35



**C AllStar** x *Junior Golf*  
**SINGING FOR GOLF**



Jackie Johnson  
Stephanie Wong  
Helen Ma  
The Dutch

InterContinental Danang Sun Peninsula Resort

ISSN 2309-4583



9 772309 458004 >

HONG KONG

CHINA

TAIWAN

SINGAPORE

THAILAND

MALAYSIA

AUSTRALIA



Hairstylist: kimrobinson  
Make-up artist: Megumi Sekine  
Dress: Zhor & Néma

# One of a Kind 獨一無二的美 Beauty

Once, she wanted to become a flight attendant but then graduated in philosophy and business management. She once wanted to work in the fashion field but has now turned into a Queen of Beauty. Helen Ma, a woman destined for the world of luxury cosmetics and beauty products, tells us why finding the love of your life is the most important factor to creating one's inner beauty.

曾經夢想成為空中小姐，後來卻於大學哲學系及工商管理系畢業，一直專注美妝行業，她如何從「不食煙草」的「女神」Helen Ma 演變成中法定製高級美容及化妝品品牌「Hélène」的創辦人。

*Helen Ma*

Hairstylist\ kimrobinson

Make-up artist\ Megumi Sekine

Dress\ Zhor & Néma

中穿着漂亮；但成為了美容指標，這所代表的就會是你的生命、事業和生活。」

至於 Helen 現時的摯愛非 23 個月大的寶貝女兒 Shyme 莫屬。「為人母親對我來說是很新鮮的體驗，而當事業正在發展得很好時，我也會想為孩子提供更好的生活質素，同時又想為她補償我不在家的時間，實在有些矛盾。有機會的話，我也想每年有數個月和女兒到法國南部等地方生活；也希望在空餘時間和女兒一起在早上游泳。」這位新晉母親說。

穿起被 Helen 喻為「香港 Lady Gaga」的好友兼設計師 Zhor Tiber 的一襲深藍寬短裙，唇上依然掛着她的招牌嫣紅唇色，不知是否因身為人母，Helen 比起以前更成熟優雅。看來 Helen 早已找到自己最真實的個性，你呢？



As the youngest of five sisters, while growing up Helen certainly enjoyed her sisterhood with the many family gatherings and visits which she still cherishes today. After graduating from university in the U.S., Helen returned to Hong Kong and joined LVMH to develop the French skincare brand Guerlain and subsequently became a brand ambassador for EviDenS de Beauté.

In 2012, when she was four months pregnant, Helen decided to set up a spa break in Hong Kong and during her month, her sights were set on the EviDenS de Beauté line of products where she discovered a story of French love between Charles-Édouard Barthes and Shigeo Nakamura. As a young brand with only her 22 years history, EviDenS de Beauté consisted of a "double DNA" of mixing French luxury and the latest cosmetic technology. "I loved the story and EviDenS so much that I decided to contact the founder, and within two months I became the exclusive partner in Hong Kong, Macau and China. I never thought that I would become a business woman, but for the past two years, I am satisfied with the progress of the brand, with its groundwork well laid,

希望在三五年內成為香港地區的高端護膚品牌，五年內在中國也有好成績。" Helen 說。

作為品牌的亞洲總裁，Helen 自己本身又是最大的代言人，她認為她所代表「商業標榜式」的時尚之風，與 EviDenS de Beauté 更大的特色之處，它更偏向於感性而美的生活必需品。這也意味著——一個會全面利用的標榜。兩年以來有否增加呢？「業務的持續增長與到朋友的鼓勵，但我們不會以此作為任何商業目標的擴張與發展熱心，這只是要獲得一位知己也是值得的。」她如是說。

I am hoping it will become a well known top luxury skincare brand in Hong Kong over the next three years and China within five years."

As CEO of the brand in Asia, Helen herself is the representative and she cites belief and persistency to be the reasons for "making things happen". "EviDenS de Beauté prides itself as an anti-ageing product that is adapted to sensitive skin, and it is by far the only brand where I would use its complete line. The most encouraging times are when my friends are travelling with EviDenS' products and would say they rely on our products, this makes all the hard work worthwhile," Helen recalled with a smile.

### Charming Characters

As a prominent fashion and beauty icon, Helen honours her mother's classic beauty for her fashion sense. Appearance plays a part, but for Helen, the true beauty of a woman lies in her character. "I don't believe that your facial features completely determine your beauty. It all comes in a package, so what and how confidently you speak also contributes to our beauty. As you grow up, the beauty of a 40-year-old and a 20-year-old is so different since

你，20歲的你和40歲的你不一樣，因為你的氣質不一樣，你的性格不一樣，你的生活態度不一樣。" Helen 如是說。她認為她所代表「商業標榜式」的時尚之風，與 EviDenS de Beauté 更大的特色之處，它更偏向於感性而美的生活必需品。這也意味著——一個會全面利用的標榜。兩年以來有否增加呢？「業務的持續增長與到朋友的鼓勵，但我們不會以此作為任何商業目標的擴張與發展熱心，這只是要獲得一位知己也是值得的。」她如是說。

### 個性至上

Helen 可謂是出類拔萃的時尚界女性，她認為自己對於時尚的觸覺是源自於她所擁有的獨特而來的。她認為她所代表「商業標榜式」的時尚之風，與 EviDenS de Beauté 更大的特色之處，它更偏向於感性而美的生活必需品。這也意味著——一個會全面利用的標榜。兩年以來有否增加呢？「業務的持續增長與到朋友的鼓勵，但我們不會以此作為任何商業目標的擴張與發展熱心，這只是要獲得一位知己也是值得的。」她如是說。

you will have experienced and seen a lot more in life," Helen interpreted. "Going from a fashion icon to a beauty icon is not just a single step but involves a wider perspective. Being as a fashion icon means dressing nice on an occasion but for a beauty icon, this directly reflects life, business and lifestyle."

Helen's current love of her life will certainly be Shyne, her adorable 23-month little girl. "Being a mum is a new experience and while my business has been growing well, it is a dilemma for me between looking for a better quality of life for Shyne and making it up to her for the time I am away. If we could spend our summers away in places like the south of France every year, wouldn't that be great? As for the coming months, I would like to start swimming with my daughter," exclaimed our new mum.

Surprisingly, now a mother, Helen has grown more mature especially in the navy blue dress designed by her dear friend, 'Hong Kong Lady Gaga' Ther Tien, and of course her lively, signature red lips. As a fashion and beauty icon, mother and businesswoman, Helen has discovered her own character, what's yours?

「20歲的你和40歲的你不一樣，因為你的氣質不一樣，你的性格不一樣，你的生活態度不一樣。」 Helen 如是說。她認為她所代表「商業標榜式」的時尚之風，與 EviDenS de Beauté 更大的特色之處，它更偏向於感性而美的生活必需品。這也意味著——一個會全面利用的標榜。兩年以來有否增加呢？「業務的持續增長與到朋友的鼓勵，但我們不會以此作為任何商業目標的擴張與發展熱心，這只是要獲得一位知己也是值得的。」她如是說。

作為品牌的亞洲總裁，Helen 自己本身又是最大的代言人，她認為她所代表「商業標榜式」的時尚之風，與 EviDenS de Beauté 更大的特色之處，它更偏向於感性而美的生活必需品。這也意味著——一個會全面利用的標榜。兩年以來有否增加呢？「業務的持續增長與到朋友的鼓勵，但我們不會以此作為任何商業目標的擴張與發展熱心，這只是要獲得一位知己也是值得的。」她如是說。

「我不相信你的面部特徵完全決定一個人的美與否。你的自信與愉悅的，與一個人的口齒談吐，她的言談與行為，內在的修養與，這都是決定人美與否的因素。還有來自其大