



The Full Spectrum

Over its 30 years, **RAINBOW GROUP** has evolved into one of the most powerful fashion businesses in the region - with founder Terry Sio still at her empire's helm

“**N**ot to only dream about happenings but to grasp the opportunity when it knocks on the door.” This has been the mantra of Terry Sio, founder and President of Rainbow Group, since she first began her journey in fashion 30 years ago. From running a single shop, the Rainbow Boutique, importing European fashion, to becoming the most influential style powerhouse in Macau and China, Sio's determination and passion for fashion are undeniable. Her multi-million dollar empire has now expanded to become the exclusive local distributor of top luxury brands Giorgio Armani, Cartier, Hugo Boss, Escada, Gianfranco Ferre, Marc Jacobs and Versace Collection, among many others.

Her business philosophy is much like her fashion style: dynamic yet focused. A woman determined to help others dress to impress has steadily made an impression on the most influential faces in fashion herself. Over the years, she has famously developed a friendship with Giorgio Armani, who Sio says shares her dedication to and enthusiasm for fashion.

It's her passion and keen eye for fashion that have caught the attention of numerous designers and luxury name brands, who have enlisted her help to expand in Macau and China. It soon became

萧婉仪 (Terry) 是彩虹集团创办人及总裁。她早于30年前开创自己的时装事业时,就确定了自己的座右铭:“凡事随缘,无须刻意,但若然遇上机会,便会及时把握。”萧小姐从著手经营彩虹时装店、进口欧洲时装,直至成为澳门及内地最具影响力的时装企业,都充分展示了她对投身时装事业的决心和热诚。这个庞大的时装王国,业务规模不断扩充,并取得Giorgio Armani、Cartier、Hugo Boss、Escada、Gianfranco Ferre、Marc Jacobs及Versace Collection等等众多顶级奢侈品牌的代理权。

她的经营理念与她的时装风格可谓异曲同工:集活力与专注于一身。萧小姐决心让其他人也穿出风格品味,并因此给时装界其他极具影响力的人士留下了深刻的印象。过去多年来,她与Giorgio Armani建立了稳固的友谊,并与Armani分享自己对时装的无限专注与热诚。

她对时装的热诚和敏锐的眼光,引起了无数设计师和奢侈品牌的留意,为双方合作奠定了良好基础,从而促成相互的伙伴关系、合作拓展澳门及内地市场。

澳门经历了有史以来最快速、急剧的发展,时装市场亦随之不断演进。澳门各酒店兴建大型高档商场,为高档时装提供了新的销售平台。随着澳门在区内影响力不断提升,各高端时装品牌都充分意识到澳门所具备的无限发展

The evolution of the Rainbow Boutique over the past 30 years



known among fashion insiders that Sio was the person to go to when a brand wanted to enter those markets.

As Macau experiences the fastest and most dramatic development the city has ever seen, its fashion scene is also evolving. The emergence of large luxury shopping emporia in the city's hotels has created a new outlet for high-end fashion in Macau. And as the city begins its climb up the region's social ladder, the fashion magnate is seeing more potential and demand for high-end, luxury fashion.

Sio herself recently marked the 30th anniversary of the Rainbow Group with a ball at the Wynn Macau, where many of her friends and supporters celebrated in style, dressed in some of the finest from the world's leading designers. An increasingly vibrant social scene has raised the bar for luxury dressing in Macau, and Sio is determined to take advantage of the boom.

As the city continues to evolve, so does the business attitude of this style icon. A more mature market means customers who are more knowledgeable and style-savvy than ever before. Rainbow Group has set up shop at the most popular retail hotspots in Macau, including the Wynn, The Venetian, the MGM, The Landmark and the Mandarin Oriental, along with several free-standing shops.

Considering its small size, Macau is engulfed by luxury goods. But that hasn't put Sio off her expansion plans: brand-conscious mainland-Chinese tourists are more than happy to spend more than a few big bucks at their favourite luxury boutiques.

While Sio is trekking into new territory as she takes her business northwards to mainland China, her connection to Macau means that the city will always have her heart and attention. Sio will continue to rule over Macau's fashion and luxury markets, all the while looking as stylish and chic as she always has.



潜力和市场需求。

澳门的发展带动了这个时尚之城的营商态度随之不断发展。市场愈来愈成熟，顾客对追求生活的素质及时装品牌的风格，要求亦愈来愈讲究。彩虹集团的商铺遍布澳门主要零售热点，包括永利、威尼斯人、美高梅、置地广场及金丽华（前文华东方）酒店，以及多间独立商店等，已超过30个销售点。

现时，萧小姐不断努力稳固和拓展澳门和内地的市场，随著澳门和内地交流的不断加强，澳门和内地市场共同进步，前景十分广阔。经过三十年的奋斗和坚持，到目前为止，集团于澳门和内地开设了近百间店铺。

无论以后发展，但萧小姐仍会视澳门为自己的根本，她会关心和留意澳门的一切。萧小姐会继续运筹澳门的时装和奢侈品牌市场，一如既往、密切注视流行趋势的发展。

Terry Sio at
Rainbow
Boutique in
Macau

Right: Giorgio
Armani and
Terry Sio at
the recent
opening of
Armani Hotel
Dubai





Terry Sio shares the secrets of her success – and her vision for the city she calls home

MACAU TATLER: *What inspired you to start the Rainbow Group?*

TERRY SIO: I have always felt a strong passion for fashion, and I decided on a career in fashion at an early age. My philosophy in life and in work is to never give up and to greet every challenge with an open mind and heart. From opening my first Rainbow Boutique to now having numerous boutiques in Macau, I've always made a point of understanding the consumer's needs and incorporating personality and cultural heritage in everything I do.

MT: *What do you consider when choosing to represent a brand?*

TS: Since the founding of the Rainbow Group, we have represented many internationally renowned brands, including Giorgio Armani, Hugo Boss, Cartier, Bally, Escada, Gianfranco Ferré, Marc Jacobs and Versace, among others. Each brand has a unique personality that speaks to different people with different styles. One of the main considerations is the design and quality of the products, as well as how well they will be received by our customers. I rely heavily on my own experience in fashion.

MT: *What were some of the difficulties you have faced over the years?*

TS: Beginnings are always difficult. When we first opened in the 80s, Macau was not as busy as it is today. Our success with introducing international brands to Macau at that time was a result of persistence, hard work and a bit of luck. I was very hands-on when it came to bringing the brands to Macau.

MT: *How has the Rainbow Group shaped the luxury-goods scene in Macau in the past 30 years?*

TS: Macau is a dynamic city that has a unique blend of Eastern and Western cultures. As the city evolves to become a world-renowned travel destination, it is no longer just a place famous for its casinos. And I think we fit in very well in terms of sculpting the luxury-shopping atmosphere and the shopping-paradise image of the city, bringing top international brands to those visiting the city.

MT: *The Rainbow Group has also expanded into China, so what role will Macau play for the company in the future?*

TS: I love this place; Macau has its unique charm. Ten years ago, Macau began to demonstrate its potential for development. I love to challenge myself and Macau presents a new challenge, and new hope, every day. At every stage of its development, Macau continues to be attractive and vibrant. As a native of Macau, my roots will always be here.

MT: *What would you attribute your success to?*

TS: Success can only represent the past. I maintain a calm state of mind when I look back at my accomplishments. Bitterness and success are both sources of inspiration and encouragement. Life itself is the greatest wealth one will ever have. There is no absolute victory or failure; the most important thing is to believe in yourself and to enrich your life experiences.

Terry Sio分享了她的成功秘诀，以及对于她视为家乡的澳门有何愿景。

MACAU TATLER: 是什么因素启发您创立彩虹集团？

TERRY SIO: 由投身社会后，第一次接触到时装行业，发掘出自己对于时装的浓厚兴趣，甚至把这个行业认定是我的终身事业。我的个性是力尽完美，永不言败，又喜欢接受挑战，于是在澳门创立了我的第一家品牌综合店—「彩虹屋」。之后很幸运地，由第一个接触的代理品牌开始，一直以来都是国际的高级时装品牌，从中了解到每个品牌的独特个性、历史及文化背景，加上自己对市场需求的认知、资源和机遇的掌握及发挥，业务得以发展，从而建立了彩虹团队的雏型。

MT: 选择代理品牌时，您会考虑什么因素？

TS: 彩虹集团成立以来，代理了众多国际品牌，包括：Giorgio Armani、Hugo Boss、Cartier、Bally、Escada、Gianfranco Ferré、Marc Jacobs、Versace Collection等等，每个品牌都有他特点，我们会结合品牌本身的优势和设计特点，结合当地市场的发展和客户的喜好，有针对性的代理及发展所代理的品牌。在这当中我们亦不断总结经验，加以完善。

MT: 过往您曾碰到过什么困难？

TS: 所谓「万事开头难」，80年代开业的时候，澳门没有今天那么繁华，当时能引入国际品牌，全因坚持，加上一点点幸运。就以引入Hugo Boss为例，当时香港已经有代理商，但经朋友介绍，我亲自跑到德国，接受管理层面试，再起草计划书，待他们派专员来澳视察审批，让我订了第一批货，就开始了大家近二十年的合作关系。即使成功在澳门开设国际品牌名店，亦要面对很多挑战。尤其是内地市场的拓展面临著人才培养，市场培养，树立消费观念及澳门与内地文化的接轨等很多问题，攻克每一个难关都需要付出很大的努力。

MT: 在过去30年，彩虹集团如何塑造澳门的奢侈品牌市场？

TS: 澳门正向著多元化发展迈进，特别是澳门有著地理位置的优势，让澳门成为一个中西文化交融，有著丰富人文气息和底蕴的国际城市，结合这些优势，澳门不再单是闻名世界的赌城，更是集旅游，娱乐，休闲，美食，购物与一体的旅游胜地，购物天堂。这些都为高级品牌的销售提供很好的机遇，带来了丰富的客源，培养了购物的气氛，也树立了良好的对外形象。

MT: 彩虹集团已将业务拓展至内地，对于贵公司而言，澳门将来会担当什么角色？

TS: 因为我热爱这片土地，澳门有著它独特的魅力。十多年前澳门已经开始彰显它发展的具体潜力，我自己本身不是一个特别聪明的人，但是我喜欢挑战自己，澳门每天都给你新的变化，新的希望，这里有我热爱的文化，十几年前的澳门宁静美丽，如今的澳门繁华精彩，每个阶段都魅力依然。澳门是个常青的城市，日日给人新的气息，作为土生土长的澳门人，澳门始终是我的根。

MT: 您成功的因素是什么？

TS: 成就永远只能代表过去，我一直保持一种平静的心态看待自己过去的每一天。精彩也好，辛酸也好都是对自己的一种勉励，都是人生的一笔财富，没有绝对的成与败，最真实的只有自己内心世界的强大和自己对人生更深刻的体验。



An up-and-comer in the Rainbow Group, general manager Francis Leong, the son of the founder Terry Sio, talks about his role and where he hopes to take the fashion empire

MACAU TATLER: *As a second-generation manager of the group, what are some of the pressures you experience?*

FRANCIS LEONG: Being in the right state of mind is important, no matter what generation. It's important to have a good work ethic and to be persistent to the end in everything you do. I think stress is a great driving force and I am very fortunate to be able to follow in the footsteps of my mother's success. I hope to be able to build on her success while exercising my own strengths.

MT: *In what ways are you injecting a more youthful vision into the group?*

FL: After so many years, the Rainbow Group has very strong foundations. Still, team building is an important aspect of running any enterprise. Many

彩虹集团总经理Francis Leong谈及他的职责,以及他计划如何领导彩虹集团时装王国的发展

MACAU TATLER: 作为集团的第二代掌门人,您会面对什么压力?

FRANCIS LEONG: 不管是集团的哪一代的管理者,或者是员工,他们在面对工作,面对市场竞争都一样会有压力。我想摆正心态很重要,不管是第几代人,都要有一个对工作不懈努力,坚持到底的信心才可以成功。压力同样是一种动力,我自己作为一个承上启下的角色,其实应该感到很幸运,前一代人用他们一生的经历,为企业的发展开创了一个非常好的条件,也总结了很多经验,让我们少走弯路,并且提供舞台给我们发挥,让我们可以结合年轻一代的优势特长,为企业注入活力。面对企业快速发展的前景,已经没有太多时间去考虑压力这个问题,使命和责任在此时也许更重要。

MT: 您会如何向集团注入更多年轻活力?

FL: 在这么多年的运作和管理中,彩虹由一个小店铺发展到有众多分公司,上千员工的企业,前人的努力和付出为企业奠定了良好的基础。建设一个能打硬仗的团队是非常重要的。训练人才,组建年轻队伍,和这个战斗集体互相磨合,建立默契,一起成熟,一起进步。在人才培养的同时将岗位细化,

Top Rainbow Group general manager Francis Leong

of our younger employees, including myself, are looking for a way to challenge ourselves and expand our horizons. We want to work hard and are open to try new things and be creative.

MT: *What is your perspective on the luxury-goods world?*

FL: I see huge potential for even more development, particularly in China. As people have more disposable income, the demand for luxury items will obviously increase. International luxury brands are looking to China for growth and more than ever they're catering to the needs of the Chinese consumer. Luxury goods are not only about being expensive; they also have to reflect culture and art.

MT: *In what areas do you think there is strongest potential for growth within the Rainbow Group?*

FL: Determination and persistence have always been major ingredients in the Rainbow Group's success. Our strong team is the most prized business weapon we have. Our staff play a major role in the growth of our business and we are always coming up with new opportunities for them. I believe the best way to grow is to give our staff more opportunities to exercise their talents.

做到分工明确,不断给予机会让员工发挥所长,培养对企业对事业的归属感。当下的年轻人对于工作的要求更高,他们希望在工作中获得满足,扩展视野,提升价值,所以他们的表现欲和自我提升的欲望也特别强烈。而且年轻人面对压力,面对困难往往特别有“初生牛犊不怕虎”的精神,敢于尝试,勇于创新,接受新事物,新思想的能力强,心里状态特别好,这些都是企业可以快速进步,不断前进的重要因素。企业的内功修炼好了,借助良好的外力,必定会有更大的发展。

MT: 您如何看待奢侈品市场?

FL: 发展潜力巨大。特别是中国的市场。近年来随着国家经济的繁荣稳定,国际地位的提高,人民对生活质量的要求也越来越高,吃饱穿暖已经无法满足国人的需要,中国人追求时尚,喜欢漂亮,有足够的消费能力。目前国人对大品牌的认识还是成长阶段,但是已经彰显了很强的购买能力。另一方面,国际大品牌也非常看好中国,为了更好的融入中国市场,很多大品牌重新调整设计风格,创作新的服装系列,迎合中国人的审美情趣和文化底蕴。作为代理商,就更加有信心,一方面是品牌商的支持和肯定,一方面是市场的需求和稳定,这都是我们可以取得发展不可或缺的部份。奢侈品也已经不是简单的贵价货,更是文化的一种体现,是艺术的一种表现形式。彩虹也将会不断完善自己,更努力的将美丽,时尚,文化,相结合的事业做的更好。

MT: 您认为彩虹集团哪些方面具有最大的成长潜力?

FL: 记得萧小姐在公司三十周年纪念的讲话中提到一个词“乘风破浪”彩虹的精神就在与此。这也是彩虹最强大的地方。能在风雨中,坚守信念,团结一致,攻克每一道难关。所以企业文化的建立,企业精神的延续是企业发展的武器。员工能发挥多大潜力,企业就会有有多大进步。在彩虹,很多员工已经为公司服务很多年,共同见证了公司的成长,他们对公司的归属感很强,如何让他们重新焕发活力,提供更多的机会给他们发挥,我想是彩虹发展的重点。秉承彩虹的精神,用新思想新观念重新武装自己,我想彩虹的明天会更加精彩。 ■

CLOCKWISE FROM BELOW New Emporio Armani, Hugo Boss and Escada shops in Macau and China, Rainbow Group's dedicated team of staff

