

Could you tell us a bit about Frey?

After spending many years working in men's tailoring, I realised that women simply did not have the same high-quality formal wear options available to them. Today so many women are required to dress formally at work, but we have had very limited choices available to us. When COVID-19 began I was unable to travel to China on a weekly basis, so I had more time to think about tailored women's wear and I soon recognised the need to create a female tailoring brand that offered women the same level of luxury tailoring that men have.

FREY. officially opened its doors in September 2021 and we offer both an Off the Rack collection and a 'Create your Own' option. Our Off the Rack collection provides women with a variety of comfortable, timeless wardrobe pieces at an affordable price. The designs are modern and made to fit perfectly. For the Create your Own pieces, we use an app to take pictures and calculate exact body measurements to ensure we tailor pieces to perfection. In just three weeks, we can have a suit tailored to a customer's exact needs.

FREY. understands that on some days you need the power of a navy or black suit and on other days you want to stand out and shine with a splash of colour. The versatile, feminine styles with playful details have been created with every schedule in mind. It does not matter if you are male or female, everyone deserves the highest quality workwear. From tailored suits to bold day dresses, FREY. strongly believes all women deserve everlasting, stylish workwear.

Why did Frey / you choose to open this business in Hong Kong?

I lived and worked in men's tailoring in China for 12 years and then moved to Hong Kong 3 years ago. I travel between here and China for work, as often as I can. When COVID began I was unable to travel as frequently, so I had more time to think and realised there was a definite need for high-end women's tailoring in the city. I have a dream to empower women by offering them comfortable, high-quality garments that are also incredibly stylish and everlasting.

What are the challenges Dutch companies might face while doing business in Hong Kong?

Personally, the biggest challenge for me is not being a native English speaker. Could you share your connection with the Dutch Chamber of Commerce in Hong Kong?

I am a new member, so I haven't had the chance to connect with too many of the community members just yet. I did attend two events and met some very inspiring people. This is such a great way to connect with people from my home country and share personal story's.

What would your advice be to entrepreneurs wanting to start a business in Hong Kong?

I think for any person looking to start a business in the city, it is extremely important to be flexible, adaptable, proactive and creative. You need to be able to change direction very quickly, and problem solve on a daily basis. For this reason, it is vital to really love what you do. Don't be money-driven, but rather driven to follow and achieve your dream. And remember, there is a solution to every problem.

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