

Let's party

Swoon Soirées celebrates five years in business. By Charmaine Ng

Hong Kong can be a tough market to succeed in. But against all odds, party supplies business Swoon Soirées has found mainstream success and will be celebrating its fifth anniversary this year.

Founded by Brenda Wilson when there was little in the way of party supplies available in the local market, Swoon Soirées has become one of the city's go-to destinations for unique partyware. Its website features over 100 party themes to choose from, offering everything needed to plan a picture-perfect day for children and adults alike.

"I could often be found with suitcases full of party and baking supplies on trips back from the United States," recounts Wilson, when asked about the start of her business. "After being 'randomly' stopped a hundred percent of the time by TSA for additional screening, I thought perhaps it was time to start importing my favourite goodies in bulk." She decided that an online party supplies platform would give her maximum flexibility to focus on raising her daughter while still building a business from the ground up.

A Hong Kong-based company with an international outlook, Swoon Soirées prides itself on sourcing the finest quality items from around the world, such as gourmet sprinkles from Canada, giant balloon kits from Australia, colourfully themed lollipops from the United States and sophisticated ceramic cake stands from Denmark.

"We don't limit ourselves by geography. We scour the globe to ensure that Swoon Soirées is always one step ahead of the latest trends in hosting," explains Wilson. "We are also the exclusive importers of several brands only available at Swoon Soirées, which gives our customers something special."

The business' focus on premium quality also ensures that much of its partyware is designed to be reusable, reducing waste and saving time, money and resources for its customers' next celebration.


Since Swoon Soirées' inception, Wilson has been committed to offering peerless customer service. All orders over \$750 include free two-day delivery,



Brenda Wilson

while clients with urgent requirements can upgrade to an optional same-day courier service to anywhere in Hong Kong. The easy-to-navigate website is searchable by preferred colour, product, occasion and gender, with specific collections to make children's parties magical or add a sprinkle of sophistication to adult gatherings.

As the end of the year draws near, Swoon Soirées is gearing up for its birthday. Normally, Wilson would call for a big celebration – as expected with a party supplies business. "But, with a global

pandemic on our minds, it just does not seem like the right time to wax lyrical about party supplies," she says. "It is enough to simply take a moment to look forward to brighter days, months and years ahead for the business." 

Swoon Soirées is Hong Kong's online party boutique filled with creative themes and must-have accessories. swoonxoxo.com