

ANTONIA DA CRUZ

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MEDIA KIT




# Antonia Da Cruz

Antonia's most recent role was as the GuavaPass Hong Kong General Manager. A position she held since the company was established in April 2015 until the company got acquired by ClassPass in January 2019.

She previously spent 1.5 years at RHB in Singapore on the Regional Coverage team which involved supporting the bank's efforts in enhancing IB capabilities by driving origination efforts and securing IB transaction mandates. This involved working with mostly Singapore and Indonesian small to mid-cap companies with various regional and product teams (ECM, DCM, CF, Structured Lending, Corporate Banking, Institutional and Retail Equities) to deliver a full suite of products to clients.

Prior to that, Antonia spent 5 years at CLSA in Hong Kong starting off in Equities Research in the HK/China Consumer Staples sector, she then worked in Economics Research and her last position held at the firm was in Regional Institutional Equity Sales covering long-only and hedge fund clients.

<http://blog.guavapass.com/author/antonia/>

 @dacruza 4K Followers

**SELECTED IMAGES**

IMAGES - GENERAL





IMAGES - FITNESS



IMAGES - FITNESS





IMAGES - FITNESS



IMAGES - FITNESS







**SELECTED ENGLISH PRESS**

DINING STYLE TRAVEL CULTURE WATCHES PEOPLE HOT 10 MORE Q

## Instagram Me: Antonia Da Cruz of GuavaPass

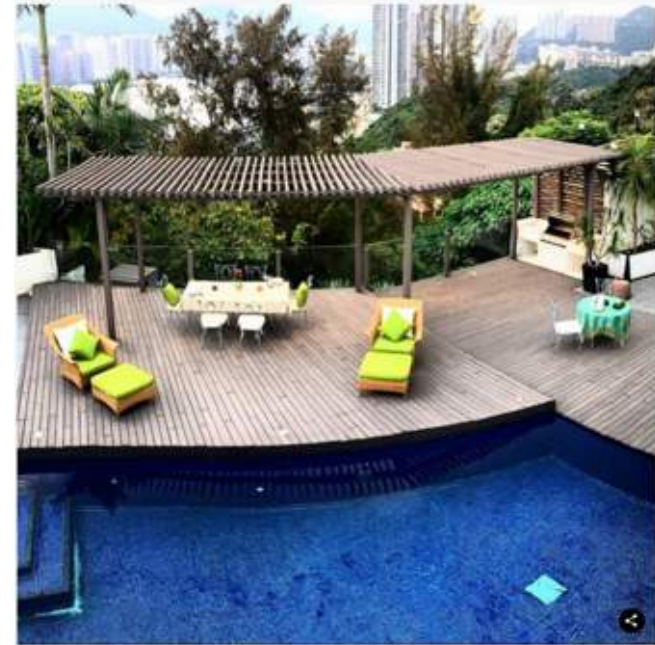
UPDATED ON SEPTEMBER 29 2015

Looking for an extra dose of inspiration? Antonia Da Cruz is the general manager of the GuavaPass team here in Hong Kong. We follow her on a day through Instagram where she gets to try out new fitness studios and workout for work before hitting the town:



Dawson, Yi Li. "Instagram Me: Antonia Da Cruz of GuavaPass." Lifestyle Asia. 29 September 2015.  
<http://www.lifestyleasia.com/447051/instagram-me-antonio-da-cruz-of-guavapass/>

7.30am



My first alarm goes off. View from my balcony at home. Unfortunately you can't get a good visual of the Shatin racecourse.



# baccarat

M A G A Z I N E

## Fitness: Antonia Da Cruz

By BACCARAT Hong Kong · October 2, 2015

TWEET

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### PATHS TO WELLNESS.

*Singapore-based GuavaPass has expanded to Hong Kong, offering health and fitness fanatics an all-access pass to the city's best gyms. Riva Hiranand speaks to general manager Antonia Da Cruz about the new venture.*



Hiranand, Riva. "Fitness: Antonia Da Cruz." BACCARAT Hong Kong. 2 October 2015.  
<http://www.baccarat-magazine.com/fitness-antonia-da-cruz/>

Everyone has experienced the excitement of finding the perfect gym, only to be frustrated after learning that membership means locking into a year-long or two-year contract. What happens if your obsession with spinning fades, or you'd like to try both boxing and yoga? Or if you are a frequent traveller and your tenure in Hong Kong won't last a year?

GuavaPass aims to mitigate all of these issues – sign up for a monthly membership and you are entitled access to over 50 premium gyms in Hong Kong and any city where GuavaPass operates. "We want people to realise how many things they have at their fingertips, to discover new gyms and meet new people across Hong Kong," says Antonia Da Cruz, GuavaPass' Hong Kong general manager. "When I worked in Hong Kong at a brokerage house, I struggled trying to find time to exercise. I had to be at work at 6.30am, couldn't leave to work out at lunch, and by the time work was over I was too exhausted."

Da Cruz, the 30-year-old daughter of renowned jockey Tony Cruz, left Hong Kong in 2012 for banking in Singapore, where she was afforded the luxury of a work-life balance. She has always been interested in fitness, running marathons, and playing tennis for most of her life, but not living in her home city deterred her from joining a long-term gym. Since moving back to Hong Kong over the summer to oversee GuavaPass' Hong Kong operations, Da Cruz has been trying out studios and fulfilling her passion for fitness.

### How did you get involved with GuavaPass?

GuavaPass is founded by Singapore-based Jeffrey Liu and Rob Pachter. Rob and I met in January this year when we were working in Singapore. We used to go to Virgin Active together and book each other into gym classes, but classes would fill up fast and often we'd be left to our own devices, doing the same thing in the gym, which became too routine and boring after a while. I wanted something different, challenging and exciting, and when Rob approached me with the idea, I realised it was something that Asia has been lacking.

### What inspired the name?

When Rob and Jeff came up with the name, they wanted something that had a healthy connotation; guavas actually have four times more vitamin C than oranges and also suited tropical Singapore, where we first launched, but it also doesn't overtly sound like a fitness-related company. It makes people curious and makes us stand out.

# #legend

#ICONS #STYLE #CULTURE #TRAVEL #EVENTS #VIDEOS SIHH

#culture

## Guavapass' Antonia Da Cruz on Fitness and Travel

Apr 27, 2016



Ip, Stephanie. "Guavapass' Antonia Da Cruz on Fitness and Travel." #legend. 27 April 2016.  
<http://hashtaglegend.com/post/guava-pass-guavapass-antonia-da-cruz-fitness-gym-workout-hong-kong>

*What's your social media profile like?*

I was never big on posting on social media. I like to keep to myself. I'm a very private person. If I see something pretty, I post about it. I love travel and photography, and I love going to beautiful places and taking pictures and sharing.

*What's the coolest fashion item you own?*

I'd probably say my rose-gold Rolex, which I absolutely love. I wear it with everything. The only issue is that it's a bit heavy, but it looks awesome. It's a gift. My parents gave it to me on my 30th.

*What do you do at Guavapass?*

I do pretty much everything, since we're only a team of two in Hong Kong. I do customer service, back end. I do business development, corporate partnerships. I do our public relations. I market myself and Guavapass, and I also handle social media and fundraising.

*What are your top three websites?*

Guavapass. I'd probably say Facebook and either SCMP or CNN – no, actually Bloomberg, because I check my stocks daily. I was in stockbroking, so I used to trade.

*What was the last music you downloaded?*

I use Sound Cloud, so I stream. I love Sound Cloud. I have several playlists on it. Alex Cruz is my favourite at the moment.

*What are your favourite sports brands?*

I love Nike and Lululemon. Adidas is also starting to grow on me again. There's also a lot of local brands like Omberry, Hulu, Rumi Yoga.

*Where would you most like to live?*

I'd love to live in four different countries at different times of the year, if that was possible. Definitely Asia – Hong Kong is home. I lived in Singapore for two years so I'd love to spend some time between both, although I definitely feel Hong Kong is more vibrant. I love Britain as well. I spent a couple of years in school there. I'd love to spend some time in the United States as well. I've never lived there.



As the general manager of GuavaPass in Hong Kong, the premium membership platform that gives access to all the top-notch gyms, studios and boutique fitness classes in the city, da Cruz has no regrets setting aside her previous career in the world of banking and finance. Switching effortlessly between business attire and athleisure, she deals with an ever-growing roster of countries, gyms and trainers who want to enrol under the aegis of her company. Daughter of Paulene and legendary jockey Tony Cruz, she's making her own mark in a city that's all too familiar with her famous family.

"40 Under 40 2016." Prestige Hong Kong. 6 December 2016.  
<http://prestigeonline.com/hk/people/the-lists/40-under-40-2016/antonia-da-cruz/>



*#culture / art & design*

## Hong Kong's Creative Digital Influencers Team Up to Raise HK\$7 Million for Mother's Choice

Nov 16, 2016



Jann, Janice. "Hong Kong's Creative Digital Influencers Team Up to Raise HK\$7 Million for Mother's Choice." #legend. 16 November 2016.

<http://hashtaglegend.com/post/hong-kongs-creative-digital-influencers-team-raise-hk7-million-mothers-choice>

Some of Hong Kong's top creative digital influencers have teamed up to give back to the city by helping to fundraise for Mother's Choice, a HK-registered charity that believes in changing the lives of some of this city's most vulnerable.

Antonia da Cruz from Guava Pass, CB Tan from Catch Juicery, Ryan Sun from Fotomax, Adam Raby from Mazu Swimwear, Manoj Chellaram from Rummin' Tings and Amalfitana, FeiPing Chang from xoxoFei, Arthur de Villepin from Art de Vivre Group, and the Ambassador of #FiftyShadesofGiving Alison Chan El Azar put their best face forward in a series of vivid photographs that will be on full display at a fundraising dinner and photography exhibition on November 24 at Sohofama. The aim is to raise \$7 million HKD for Mother's Choice by April 2017.

The initiative is spearheaded by Eloquence (EQ), a creative agency launching to utilize the joint power of creativity, visionary digital creative skills and science to support strategic communications.

In addition to combining the creative, collaborative and philanthropic spirit, EQ is also working on empowering Hong Kong's entrepreneurs with a partnership with General Assembly where anyone who donates to the #FiftyShadesofGiving initiative will receive 3 months of free online courses.

More details on the event here: [www.facebook.com/fiftyshadesofgiving](http://www.facebook.com/fiftyshadesofgiving)

Living | Interviews

## Moodboard of the Month: Antonia da Cruz

GuavaPass's general manager on what inspires her.



Hutton, Mercedes. "Moodboard of the Month: Antonia da Cruz." Home Journal. 7 July 2017.  
<http://www.homejournal.hk/en/living/moodboard-of-the-month-antonia-da-cruz/>

Favourite city?

Without a doubt, Hong Kong. I never really appreciated it when I first moved back from the UK. I lived on Hollywood Road for five years and felt trapped in a bubble. Everywhere I went was within a two-kilometre radius – eat, sleep, work, play – I was losing my mind. It wasn't until I lived in Singapore for two years that I missed Hong Kong and realised that it truly is the best city in Asia. I know it sounds cheesy, but I really am grateful.

Favourite restaurant?

The answer to this question depends on what I'm currently craving, and that's a quintessentially British Sunday roast – roast beef, yorkshire pudding, roast potatoes, plenty of gravy, the works! My favourite restaurant for this is aptly called *Roast* at Borough Market in London. Not only do they source the freshest ingredients from the bustling market below, the restaurant itself is aesthetically pleasing – simple, clean and minimal with floor-to-ceiling windows that let in a lot of natural light, even on gloomy English days. Everything on the menu is divine, I've never had a bad meal here. The crackling pork belly with apple sauce is also the bomb.

Favourite outdoor activity?

Hiking. Boating. Exploring. Hong Kong has the most breathtaking views and what better way to appreciate it than by seeing it from the water or up in the mountains. Also it's fun!

Favourite store?

*Lane Crawford*. I love everything about it, they have executed it perfectly down to a tee. Browsing the clothing racks alone brings me joy. But of course, the benefits of having a Platinum membership also help – access to the lounge for complimentary refreshments, complimentary make up services, and more.

For design or furniture, I have loads! *Indigo Living*, *Lala Curio*, *H.D. Buttercup*, *Organic Modernism*, *Tequila Kola*...



Street, Chloe. "In The Gym With Antonia Da Cruz." Hong Kong Tatler. 27 July 2017.  
<https://hk.asiatatler.com/life/in-the-gym-with-antonia-da-cruz>

Antonia Da Cruz, general manager of gym membership platform **GuavaPass**, is as comfortable in her gym kit as her business attire, with a job that requires her to test classes and meet trainers from all the best gyms and boutique studios in the city and across Asia. We caught up with Cruz to find out some of her top tips for staying fit and healthy:

**What's your favourite exercise class?**

I have too many to decide on a favourite. I love the Cycle-Switch class at TORQ, HIT45, Hard Core at Pherform, Push Your Limits at TopFit to name a few.

**Describe a week's workout regime:**

I'll usually try to do at least three classes per week (with a mix of cardio, functional training and stretching) and then incorporate my own other activities on the other days outside of the classes time permitting.

**Where do you like to run?**

I absolutely love Bowen Road. It's just the right distance, scenic, and most importantly flat! Unfortunately now that I live in Kennedy Town I don't run there anymore; and summer months make it unbearable to be outdoors so I need as much A/C as possible.

**How do you stay motivated?**

Realising that everyone is in much better shape than me—therefore I must force myself to go exercise.

**Hardest workout you have ever done?**

It would probably have to be Bearcamp with **Ursus Fitness** way back before they moved into their space on Pokfulam Road. I had no idea what I had signed up for. The tyre flipping, sled pushing, sledgehammering and "minutes of hell" (verbatim) in between each exercise which consisted of burpees, push ups etc., left me beetroot purple in the face and feeling so incredibly sick.



# ANTONIA DA CRUZ: THE FITNESS STUDIO NOMAD

The girl to thank for shaping Hong Kong's wellness culture with GuavaPass lets us in on how to stay fit.

BY DARA CHAU ON SEPTEMBER 27, 2018 , BEAUTY & WELLNESS



Chau, Dara. "Antonia Da Cruz: The Fitness Studio Nomad." Prestige. 27 September 2018. <http://prestigeonline.com/hk/beauty-wellness/-/antonia-da-cruz-fitness-studio-nomad/>

Antonia Da Cruz is many things: Hong Kong socialite, daughter of Paulene and legendary jockey Tony Cruz, ex-corporate financier and the General Manager of **GuavaPass** – Hong Kong's premium fitness membership platform that gives access to boutique gyms and studios all across the city.

Just in time to catch the last glimpse of summer and show off that bikini body, the girl on-the-go opens up about the fitness routine that keeps her slender, her favourite studios to work out at and her guilty pleasure.

## Where do you work out?

Everywhere! But mostly anywhere in between home [Kennedy Town] and the office [Causeway Bay]. I'm spoilt for choice with GuavaPass. You can usually find me at some of my favourite studios – Flex Studio, Pherform, TopFit, Studio Fitness, Ursus Fitness, and HIT45 to name a few.

## What's your workout routine for summer?

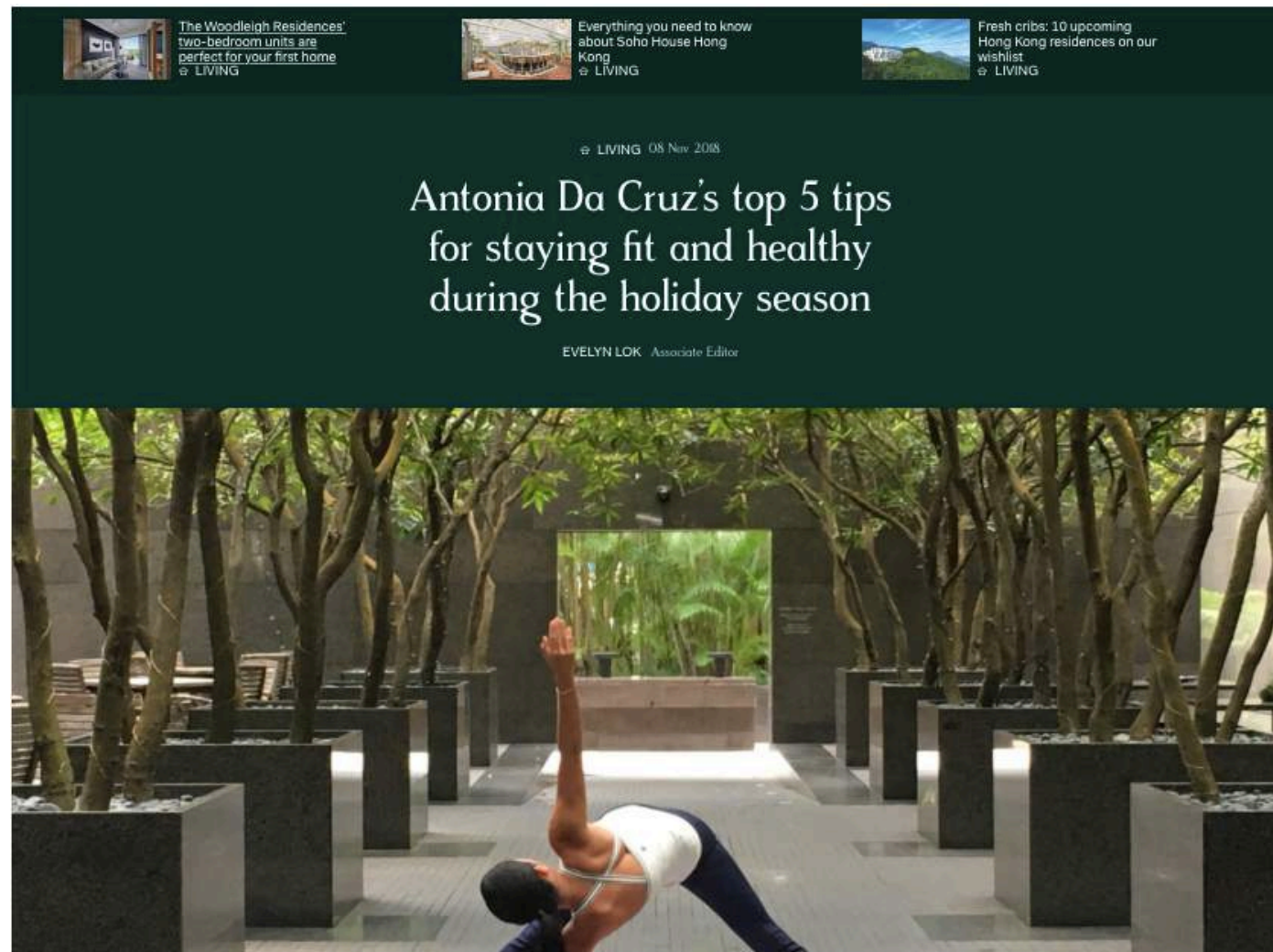
Well if you're going to be in a bikini, you're going to need to focus on everything. Arms, legs, core, butt – the works! Water sports are also super fun so I'd recommend SUP yoga and wake surfing.. sadly, I wasn't able to get to do as much as I wanted to this summer.

## What are your diet secrets?

I'm probably the worst person to ask this because I'm just going to say don't bother. Life is short, so just enjoy yourself!

## What have you found worked for you – and what didn't?

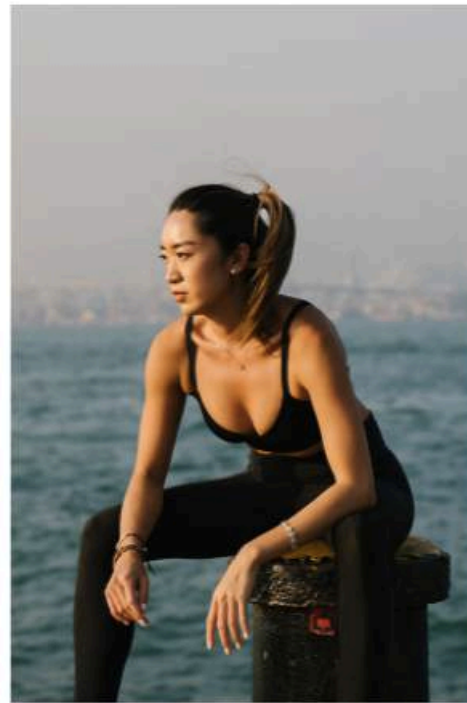
A colleague of mine convinced me to try a juice cleanse with him back in our finance days. Unfortunately I can't say I really felt much of the benefits after three days. However, my six-foot tall Caucasian male colleague had awful side effects – headaches, constipation, etc. After that, I never really tried any of the latest fad diets (but that's also because I am weak willed). I just stick with what I know which is clean eating whenever I can and as often as I can.



Lok, Evelyn. "Top 5 Tips for Staying Fit and Healthy During the Holiday Season." Lifestyle Asia. 8 November 2018.  
<https://www.lifestyleasia.com/hk/living/wellness/antonia-da-cruzs-top-5-tips-for-staying-fit-and-healthy-during-the-holiday-season/>

## From Finance To Fitness | Meet Antonia da Cruz of GuavaPass

Author: Diannalyn Dy / Photos: Stanley Chang  
12.07 / MB Series





## SELECTED CHINESE PRESS

BAZAAR

NEWS

## ANTONIA DA CRUZ 健康平衡之道

HBRedList2016



BY CATHY LAM • 23 JAN 2017



著名練馬師告東尼的女兒Antonia，其個人事業、喜好與運動息息相關。由於每星期進行大量鍛鍊，配合均衡飲食，讓她擁有均稱身形，真正過着健康生活。



Lam, Cathy. "ANTONIA DA CRUZ 健康平衡之道." Harper's Bazaar Hong Kong. 23 January 2017.  
<https://www.harpersbazaar.com.hk/beauty/news/Red-list-2016-Antonia-Da-Cruz>

香港著名練馬師告東尼女兒，曾在新加坡興業銀行 (RHB Bank)及香港CLSA工作，從事經濟研究、證券分析及買賣。現時是Guava Pass 香港區總經理，推出新穎的健身理念，一張可以於香港不同地方，甚至海外都可使用的健身通行證。熱愛運動，更熱愛旅遊。

現在的工作範疇是甚麼？

公司Guava Pass與120多間gym及fitness centre作為合作伙伴，透過app可因應個人需要而揀選不同運動、參加不同課程。香港的工作團隊只有我與另一位同事，我主力所有的統籌工作，負責marketing、PR、event及social media等。

從甚麼途徑獲取美容方面的資訊？

除了問朋友，媽媽的影響最大，她每天都與我提到關於護膚的種種。參與護膚品牌的活動加上各大品牌贈送護膚品禮券，多機會試用不同的護膚產品。

個人的日常護膚程序是怎樣？

早晚潔面，使用爽膚水、眼霜、精華素及面霜，而早上會搽防曬產品。

怎樣保養自己的肌膚？

一個月至少做一次具保濕、緊緻功效或針對毛孔的面部療程。

你覺得哪個護膚步驟最重要？

面部清潔。香港的污染情況比較嚴重，若不能潔淨面上的污垢，不單阻塞毛孔，護膚品也不能被吸收。

出外時必備的護膚品是甚麼？

Lip balm和hand cream。

平日多化妝嗎？喜歡甚麼妝扮？

因經常做運動，一般是零化妝。出席飯局及宴會時，會自己動手化妝，會使用primer、粉底、遮瑕筆、眉筆、眼線筆、睫毛液、眼影、lip balm及唇彩。晚妝喜歡化smoky eyes，唇膏偏愛neutral color、紅色及深紅色。

可否分享個人的護膚心得？

我覺得防曬很重要，而多喝水既保濕又排毒。每天除了喝茶及咖啡外，不愛喝汽水 and 包裝飲品，因味道太甜。此外也要有充足睡眠。

每星期的運動日程怎樣？

因工作的關係，每星期都會有3至4次「試堂」，做瑜伽及circus training等。周末喜愛約朋友行山，每次至少行2小時，另外喜歡跑步和打網球。

從運動中有甚麼獲益？

體內釋放胺多酚，令人感覺開心，而且皮膚變好又可排毒。



香港傳奇練馬師告東尼戰績輝煌，練馬師生涯累積超過1,100頭馬，又訓練出香港馬王「精英大師」、極具前途的「巴基小子」等等，告東尼敬業樂業工作態度，對回流香港主理健身運動平台GuavaPass嘅細女Antonia影響深遠。

Antonia一家團結，不時見到成家人現身馬場支持爸爸告東尼，而喺Antonia眼中，爸爸絕對係位英雄：「未見過其他人好似爹咁咁勤力，咁多年都係凌晨4點起身，對佢職業好認真，會將佢呢份精神擺落工作到，冇呢啲勤力、全心奉獻係唔會成功，佢會教同鼓勵我工作唔好放棄，要諗辦法解決問題，呢個都係我哋家庭核心價值。」

父親係傳奇騎師、練馬師，Antonia回憶小時候見過父親辛酸：「嗰時覺得佢生活幾慘，我5歲嚟英國，佢成日車我哋去每一個馬場，望住我哋食飯，佢要保持體重，完全食唔到嘢，又要成日去桑拿出汗，生活真係好極端，所以我哋真係好幸福。」

雖然對爸爸讚不絕口，不過Antonia都笑笑口補充一句學不到佢挑戰體能的鬥心：「爹咁幾忍，佢做老闆要strong，個團隊請最好嘅人，唔會浪費時間做錯嘅事，我都試過，同事做唔到，會叫人搵過第二啲嘢做，要嚴格啲，唔好浪費時間。」



## CHINESE PRESS - FITNESS



### 【+ONE】Easy!告東尼女Antonia親教修臂腹臀6式

10,230 views | 2017年07月15日



"Easy!告東尼女Antonia親教修臂腹臀6式." 壹週刊. 15 July 2017.  
<http://nextplus.nextmedia.com/news/latest/20170715/530155>

OL日坐夜坐，臀部、肚臍、手臂等好易肥，加上夏天穿背心、crop top、熱褲好易穿崩露出肥肉。不如等告東尼囡囡，兼網上健身通行證 GuravaPass General Manager Antonia Da Cruz教你屋企都俵到修臂腹臀6式，想同佢一樣咁fit，去片即學。

INTERVIEWS



MAY/JUNE 2018

## RECONNECT WITH WELLNESS AND NATURE

### 回歸健康與自然

BY VENUS VIU

Meeting Antonia for the first time at theDesk, Causeway Bay, I was immediately charmed by her infectious smile and uplifted by her energy as she walked in. I've always been a gym person so learning about one of Hong Kong's top fitness platforms would surely be an interesting day.

As the general manager of GuavaPass in Hong Kong, the premium membership platform that gives access to all the top-notch gyms, studios and boutique fitness classes in the city, Antonia is contented about leaving her previous career in the well-paid finance world and getting reconnected with wellness and nature. She is sharing with us how she stays positive, fit and healthy in this hectic society.

Antonia considers herself a "people person", and that is the reason why she has decided to move away from her law profession acquired in university and moved to the vibrant finance world, where she can interact with a lot of clients. It is said that the best things always come naturally. Three years ago, Antonia decided to take a break from her banking profession to decide what to do next, because she was looking for something that she would love to do for the rest of her life.

"One of the founders of GuavaPass is my workout mate, and I really appreciate their start-up idea. The fact is that even myself I would love to enjoy the service, and that's why I decided to join their team." Now GuavaPass has grown from four people to eighty spanning over 11 cities in Asia and Middle East. Antonia shares the plan to expand into cities including Dubai, Abu Dhabi and Cape Town with the running feedback from the area.

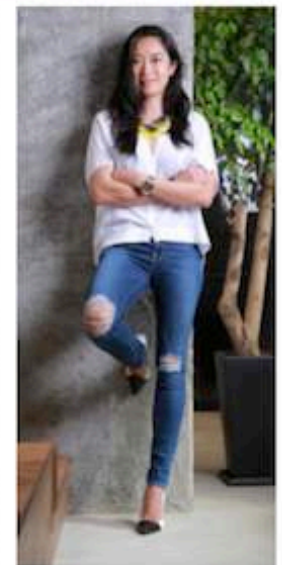


猶記得首次與Antonia 見面，是在剛離開theDesk，她進廠來，不消一刻，她那具感染力的笑容和正面的能量已充滿魅力。作為一個時常進出健身房的人士來說，能夠認識更多有關香港其中一個最頂尖的運動平台，對我來說，對是充滿期待的一天。

GuavaPass是一個高端的健身會員平台，讓客戶能使用全港的頂尖健身房、健身房和精品健身課程。作為香港區的總經理，Antonia對於離開她獲得高收入的金銀工作，重投健康與自然，感到非常滿足。她將與我們分享如何在這個繁忙的都市中保持正面、健康以及良好體態。

Antonia認為自己是一個喜歡與人溝通的人，因此她在大學法律系畢業後，決心轉到充滿活力的財經世界，並在當中與不同的客人互動。所有最美好的東西，都是自然而來的。三年前，Antonia毅然決定暫時離開銀行工作，尋找下一個方向，因為她想找到一份讓她下半生都會樂於享受的工作。

「其中一位GuavaPass的創辦人其實是我去健身的拍檔，我也很欣賞他們的這個創業構思。事實上我本人也會希望使用這個服務，因此當他們邀請我時，便二話不說加入了他們的團隊。」現時GuavaPass從四名員工，發展到80位，分佈在亞洲和中東的11個城市。Antonia表示將會進軍杜拜、阿布達比和開普敦，因為在這些地區的反響很熱烈。





## CHINESE PRESS - FITNESS

### INTERVIEWS

Yet the development for GuavaPass is not always as smooth and easy as one would expect, and the team has met challenges in Taipei, Seoul and Australia, due to different reasons like fierce competition or geographical spread-out. However the team managed to set solid steps and move forward. No any advice for those who would like to start their own businesses?

"My advice is to go for it. You will never know what life is bringing you. Take more risk. People fail, but they try again and learn from their mistakes," says Antonia. "It is also important to find the right team, the dynamic teammates who can support each other by doing a lot of things."

GuavaPass is now having a steady supply of gym and studio networks in Hong Kong, with more than 10 partners covering yoga, crossfit, Pilates and a lot more you can think of. The app even allows you to use during travels. There are also added values like a wellness community with discounts and events that cover much more than just working out.

The key to the success, also the motivation for Antonia to go to the gym herself, is the quality of the studios. They have to be convenient, clean, and with dedicated instructors. Antonia also has her own choice of music during workouts. "I enjoy some slow and lyrical piece while doing yoga, yet when I go running, I love house, EDM and rock music. I have my own playlist named 4Qe7, iQ8K."

While a lot of people might be addicted to the latest gym techs, Antonia would prefer simply using an Apple Watch. "Workout should not be calculative, like tracking precisely how much calories are burnt. I would like to see my pace, like how good I can do for a 10km run. I could usually do it within 50 minutes." To Antonia who has a fit body, there are no training secrets. Always the same formula: exercise regularly, eat healthy, have enough quality sleep, and stay hydrated. There are no shortcuts. "There are a lot of videos available online for exercise that you could do at home. No matter it is the core exercise or meditation



exercise, spending at least 10 minutes a day for yourself is essential to good health."

Antonia is now comfortable wearing her gym kit as her business attire. "Most of the time I am in my activewear from MICH or Alo Yoga, but I would also get myself ready for dressing up for business meetings and events." She used to wear a lot of Alexander Wang, Helmut Lang, Phillip Lim, and recently she is also trying to support local designers, like wearing Victor Chan to AMFAR.

While many people might assume that Antonia spends all day at different gyms, her typical day is actually no different to a regular office job. "I would prefer getting things done in the morning, then having meetings in the afternoon, meeting corporate partners for events and wellness programs." Still, she enjoys the luxury of taking the time to work out, especially at lunchtime.

Talking about Instagram crush, Kayla Itsines and Amanda Bisk are both Antonia's favourites. Both are famous for their efforts in working out, as a gym model. "Amanda was a former athlete and she retired because of injury. She trained up herself again and now she can even do one-handed handstand! She is my fitness goal!" Antonia shares her passion.

In the shortcoming future, Antonia wishes to put more effort in supporting charities, especially to the awareness of environmental protection. "After all, wellness is about connection to nature. We would like to work with more partners to promote how we could save the planet, and one of our coming goals is to stop the cruel Yulin Festival that slaughter dogs, in which a lot were stolen from families."

We wish Antonia all the best in her endeavour being another role model, balancing work and life and bringing positive causes to our world.



當然，GuavaPass的發展也不可能是直一軌風順的，團隊在台北、首爾和澳洲都遇上了瓶頸位，例如是激烈的競爭，以及地理分佈的因素。但是這些挑戰沒有讓團隊停下腳步，他們始終靜靜地向前，那麼對於創業者的人，又有甚麼建議？

「我的建議是向前衝！你永遠不會知道生活為你準備了甚麼，承受更多的風險，人會失敗，但是我們可以再次站起來，從錯誤中學習。」Antonia笑道，「另外就是一定要找到對的團隊，充滿熱情的隊友能夠互相支持，共同創造很多東西。」

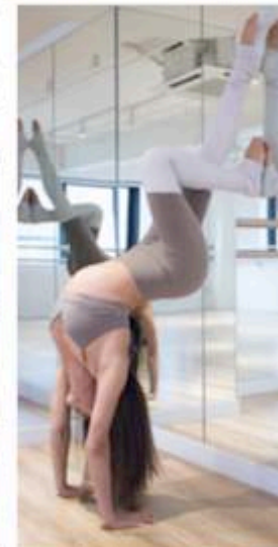
GuavaPass現時在香港擁有穩定的健身室與健身房網絡，超過110個合作夥伴，包括瑜珈，Crossfit，普拉提，以及其他你所能想到的類型。這個手機程式更讓你在旅行時使用，它不單是運動，更形成了一個健康生活社群，提供不同的優惠以及活動。

當中成功之道，也是一直讓Antonia有動力去健身的原因，是健身房的質量，他們必須是位置方便，乾淨，而且設備齊全。Antonia對運動時聆聽的音樂也有自己的一套，「跳舞時我會聽輕快而優美的音樂，但是當跑步時，我喜歡House，EDM以及搖滾，我有自己的歌單，通常叫做4Q17，1Q18。」

當最新的健身科技日新月異，Antonia則喜歡簡單地使用Apple Watch，「運動時不應那麼計較，好像要算著跑了多少步路，我只會想知道我跑步的速度，



例如跑十分鐘的時間，通常我都能在50分鐘內完成。」Antonia的體態健美，她說其實沒有甚麼秘密，還是老生常談：經常運動，吃得健康，有充足的優質睡眠，並保持水分。沒有健康，「網上有很多視頻讓你在以在家中進行訓練，無論是核心訓練還是冥想練習，每天都能至少花10分鐘的時間，對身體健康非常重要。」



Antonia大部分時間都是穿著運動服上班，也感到很自在，「大部分時間我穿著MICH或是Alo Yoga的運動服，但是我都會時常換穿出去出席會議以及活動。」以往她的心水本是Alexander Wang，Helmut Lang和Phillip Lim，近來她嘗試支持本地設計師，例如穿著Victor Chan出席AMFAR。

很多人以為Antonia每天的工作就是到不同的健身房，她說其實她的生活也與普通的打工仔一樣，「我會在上午做整理的工作，下午與企業夥伴開會，討論活動及健康計劃。」同時，她享受在午飯時間，寧靜地會去健身。

Antonia也是Instagram用戶，而她最愛的是Kayla Itsines和Amanda Bisk，她們兩位都是因為熱於健身，經常分享心得而大受歡迎。Antonia分享箇中原因：「Amanda是前運動員，因為受傷而退役，但是她再一次挑戰自己，現在甚至能做到單手倒立！她是我的目標！」

未來，Antonia希望投資更多在支持社會公益，特別是保護環境，「列最好，健康與大自然總是息息相關，我們希望與合作夥伴一起推廣如環保地球；而其中一個近期的目標是中止殘忍的玉林狗肉節，他們每年屠宰很多狗隻，還有很多是從人家偷來的。」

我們在此祝願Antonia的一切順利，作為一位獲得工作與生活平衡的好樣樣，繼續為社會帶來正面的貢獻。 ■



Diet & Fitness 瑜伽 減肥 去水腫

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by Cassie Hou | 21.02.2019



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## SELECTED PORTUGUESE PRESS



# Antónia da Cruz a jovem celebridade no oriente expande a GuavaPass

**P**ortuguesa de sucesso no Oriente revolucionou o conceito ligado à indústria do setor da saúde e de bem-estar. Antónia da Cruz é de uma das mais antigas e célebres famílias portuguesas de Hong Kong, o pai é o conhecido Anthony S. Cruz, jockey português e campeão mais vezes de Hong Kong e é hoje

um treinador de reconhecido mérito, a mãe de Singapura, Paulene da Cruz, o destino decidiu que Antónia da Cruz, uma jovem dinâmica portuguesa nascida em Singapura, tenha deitado mãos à obra num projeto empresarial que está a adaptar o estilo de vida moderno nestes grandes centros cosmopolitas e internacionais. A nova geração da elite portuguesa em Hong Kong ou em Singapura, sendo que algumas têm fortes ligações às tradicionais famílias micasenses já está a consolidar as posições neste mercado competitivo e global.

Antónia da Cruz define-se como alguém que tem todos os segundos para viver em pleno, tanto profissionalmente como socialmente e no meio de um dia altamente agitado, e mesmo assim, tenta encontrar a qualidade de vida que tanto Hong Kong como Singapura não bem oferecem.

**Antónia da Cruz**  
fale-nos um pouco  
de si, das suas origens  
e da ligação constante  
a Macau, Hong Kong  
e Singapura?

A mãe, Paulene da Cruz, é de Singapura e por isso nasci em Singapura mas o pai, Anthony da Cruz, sendo português, nasceu em Hong

Kong e por isso também viajo com frequência para Macau. Como é que foi o início da sua carreira até chegar ao sucesso dos dias de hoje, com uma vida profissional e social tão ocupadas?

Fui educada em Hong Kong e no Reino Unido, onde me licencié em Direito. Segui uma carreira financeira numa corretora durante cinco anos, em Hong Kong, integrei a equipa comercial mas também de investigação. Depois resolvi mudar-me para Singapura para um outro desafio na banca mas apenas por dois anos.

A minha experiência no mundo empresarial permitiu-me ganhar uma capacidade valiosa que estou a colocar ao serviço da start-up.

**Explique-nos o sucesso da GuavaPass pelo Oriente?**

A GuavaPass permite aos seus membros acederem a uma comunidade de ginásios e de especialistas do estilo de vida saudável, oferecendo um vasto número ilimitado de aulas nos melhores ginásios, da possibilidade de ir a eventos exclusivos e organizados por especialistas do bem-estar, participar nas aulas desta comunidade, e de entre outras vastas regalias dos nossos parceiros ligados à vida saudável na cidade perto de si.

A GuavaPass está neste momento em Singapura, em Hong Kong, no Dubai, em Xangai, Melbourne e Sidney, e temos planos para continuar a expandir para outros países. Como é que se tornam tão



popular em Hong Kong e em Singapura, no meio das elites locais?

As pessoas passaram a ter uma maior consciência sobre a saúde e a manutenção física e estão a fazer um esforço para fazer exercício físico durante os ritmos dos nossos dias.

Depois de ter vivido e trabalhado aqui em Hong Kong, percebi a sensação dos dias longos e uma vez que todos nós temos um dia e horários preenchidos, os dias ainda devido a viagens constantes, a GuavaPass proporciona a flexibilidade que uma adesão tradicional não permite oferecer pois com a GuavaPass pode utilizá-lo em qualquer cidade em que operamos! A adesão de sócio por ser mensal, não precisará de se inscrever em dois ginásios diferentes e ter que assinar dois contratos anuais. As pessoas a quem queremos hoje em dia é variar e por este ser um serviço único em voga na Ásia, logo há uma elevada procura e esta procura não é apenas entre as elites sociais locais.

**E Portugal poderá ser no futuro um dos vossos destinos de investimento?**

É possível! No entanto estamos focados na expansão das operações da GuavaPass na região Ásia-Pacífico.

**Qual é a importância de estar ligada aos clubes portugueses em Hong Kong, tais como o Club Lusitano? É já uma tradição familiar?**

O Club Lusitano é um dos mais antigos e prestigiados clubes em Hong Kong e nós sentimos-nos honrados pelo Club fazer parte do nosso património. Visto isto, não se deve apenas pela sua localização no coração de "Central", mas também por estar rodeado por uma vista espetacular, e que é ainda o único lugar onde se pode juntar a preços tradicionais.

Também temos comemorado no Club Lusitano vários momentos muito importantes das nossas vidas e por isso partilhámos memórias muito especiais no Club. Em 2007 fizemos ao Club uma vigília pelo meu avô e mais recentemente, neste verão também organizámos a meu 30.º aniversário.

**Helena da Cruz Moura**



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NEWS

## HOGAN BUSY BEAUTIFUL - 現代女性魅力方程式

Hogan shoes 2015 FW



BY HAN • 13 OCT 2015

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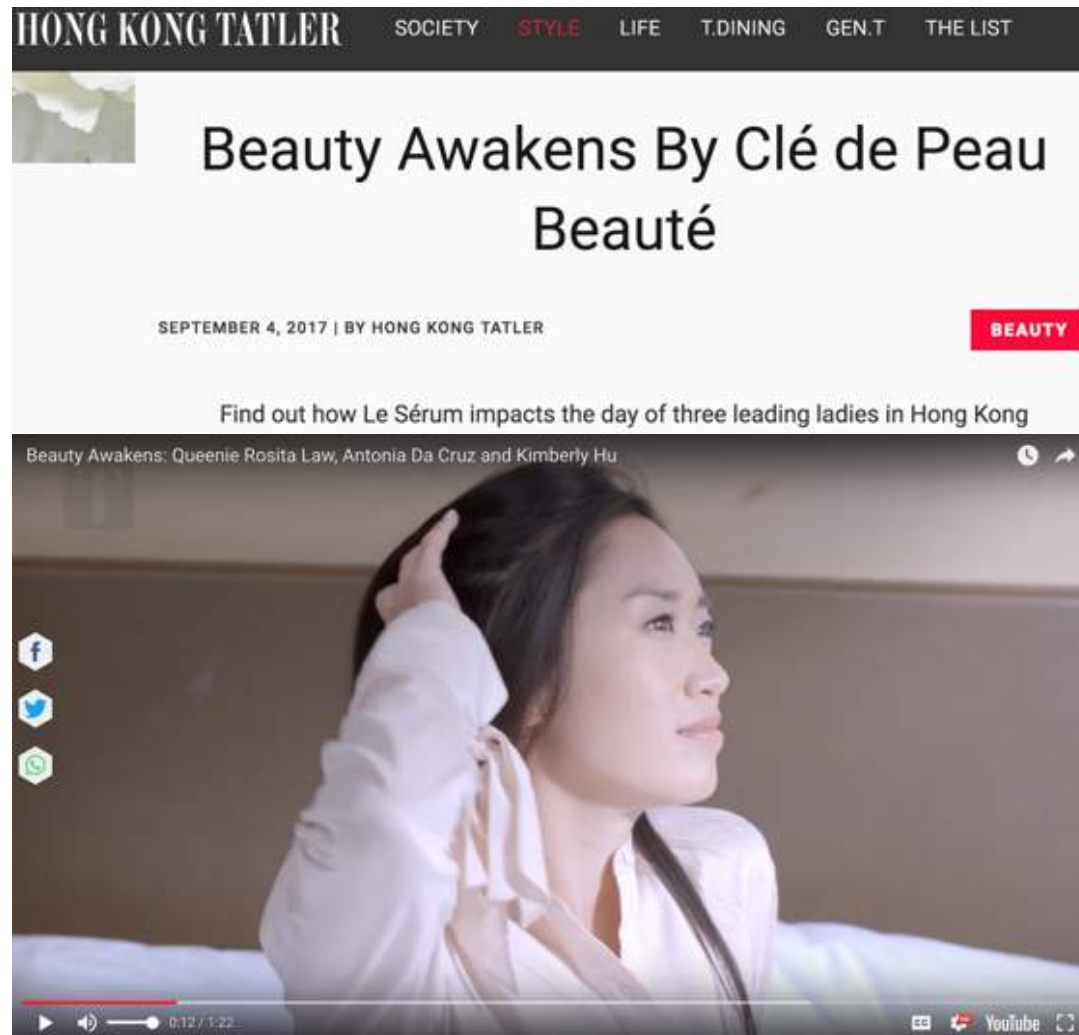


Han. "HOGAN BUSY BEAUTIFUL - 現代女性魅力方程式." Harper's Bazaar Hong Kong. 13 October 2015.  
<https://www.harpersbazaar.com.hk/fashion/news/hogan-the-busy-beautiful-women>

如今，社會上越來越多「女超人」誕生，不僅家庭與事業兼顧，更在分秒必爭的忙碌生活中，依然保持時尚美麗的姿態，做到 busy & beautiful，忙碌又美麗。Hogan 今次就從現實生活中去尋找，聚焦 4 位時尚美麗，又在香港打拼，快樂忙碌的女性。Jenny Suen 是富有才華的香港女性，和杜可風導演合作的《香港三部曲》以細膩視角，反思當代港人的生活，入圍多倫多電影節，並在網絡上獲得百萬點擊率。Yen Kuok 則憑藉對時尚的熱愛和敏銳商業頭腦，創辦香港本地的網上潮流寄售商店 Guiltless，她頗有自信和野心，相信 Guiltless 未來可以和老牌奢侈品網站及國外頂級購物網站一較高下，帶來高效又卓越的購物體驗。

Nadia Harilela 在時尚圈從業多年，憑藉豐富經驗擔任 SI Group 潮流行銷策路師及即將面世的 T-shirt 品牌 Durham Road 創辦人。崇尚健康，熱愛運動的 Antonia Da Cruz 則在 Guava Pass 擔任總經理，將熱門運動健身課程推廣給越來越多的人。這 4 位在香港打拼的女性，是 Hogan 所提倡的 busy & beautiful 的榜樣，忙碌自己的事業時，依然保持了對 fashion & style 的熱愛和追求，活得充實又優雅，而 Hogan 是她們在 busy beautiful 之路最佳的時尚伴侶。

Hogan 2015 秋冬鞋履和手袋，用簡明、運動和奪目的設計風格，為當代 busy & beautiful 女性表達出她們的時尚態度。舒適易穿，讓她們在商業戰場上步履如風，快速行動，從不會落後。同時百搭時尚的款式，也節省了許多時間去搭配衣物，更加迅速地投入到忙碌的時尚生活中。忙碌又美麗，Hogan 重新塑造當代女性的魅力方程式。



## Antonia Da Cruz: Awakening Health & Radiance

*Smart, savvy and super switched-on, GuavaPass's Antonia Da Cruz radiates wellbeing and fitness from every pore*

Essential to healthy skin is a healthy body, but regular exercise can be hard to fit into a schedule in busy Hong Kong. **Antonia Da Cruz** has a solution: "I'm obviously going to be biased here, but GuavaPass really does make it easy to curate your own workout. There are so many options to choose from that you will never get bored." The general manager of the premium gym membership platform starts her mornings with an apple paired with a cup of warm lemon water.

"It's important to hydrate your body once you wake up," she says. "It's also good for the skin." But the entrepreneurial daughter of Paulene and champion racehorse trainer and jockey Tony Cruz doesn't rely on lemon water alone. She uses Clé de Peau Beauté's newly developed Le Sérum to wake up with refreshed, radiant and rejuvenated skin every morning.

Based on Clé de Peau Beauté's scientific discovery that skin cells can actually process information and select the most beneficial components for itself, Le Sérum contains a powerful blend of four essential ingredients that are preferred by the skin: chai hu extract, known for its ability to enhance collagen and hyaluronic acid; cornflower extract, needed for protein boosting; inositol, used for plumping the epidermis; and white lily and tormentilla extract, which helps support and strengthen.

Antonia loves Le Sérum. "It's so awesome I want to cover my entire body with it," she enthuses.



## BRAND COLLABORATIONS - LONGCHAMP



Ketchup

### 歐陽娜娜劉仁娜撞袋 告東尼女 Longchamp浪漫法包包



“歐陽娜娜劉仁娜撞袋 告東尼女Longchamp浪漫法包包” Ketchup Magazine. 3 November 2017.  
[https://hk.lifestyle.appledaily.com/ketchup/magazine/article/20171103/6\\_57399044/歐陽娜娜劉仁娜撞袋-告東尼女Longchamp浪漫法包包](https://hk.lifestyle.appledaily.com/ketchup/magazine/article/20171103/6_57399044/歐陽娜娜劉仁娜撞袋-告東尼女Longchamp浪漫法包包)

除了連凱特王妃Kate Middleton都鍾愛的招牌Le Pliage手袋，Longchamp近來其他袋款亦愈受明星名媛愛戴。全新推出的Mademoiselle Longchamp側揸手袋採用頂級小牛皮，設計優雅卻於袋身加上型格穿孔細節，吸引唔少名人立即搶用，其中包括歐陽娜娜、韓星劉仁娜及模特兒Irene Kim等。身為練馬師告東尼的女兒及健身app和網頁GuavaPass香港區總經理的Antonia Da Cruz，雖每日進行大量鍛鍊，亦非常緊貼時尚。Antonia透露自己喜愛優雅帶點型格的時尚造型，亦非常欣賞今季Longchamp的手袋與鞋款。Antonia今次穿上其最新紫調系列，配上法式咖啡室意境，浪漫中見型格。

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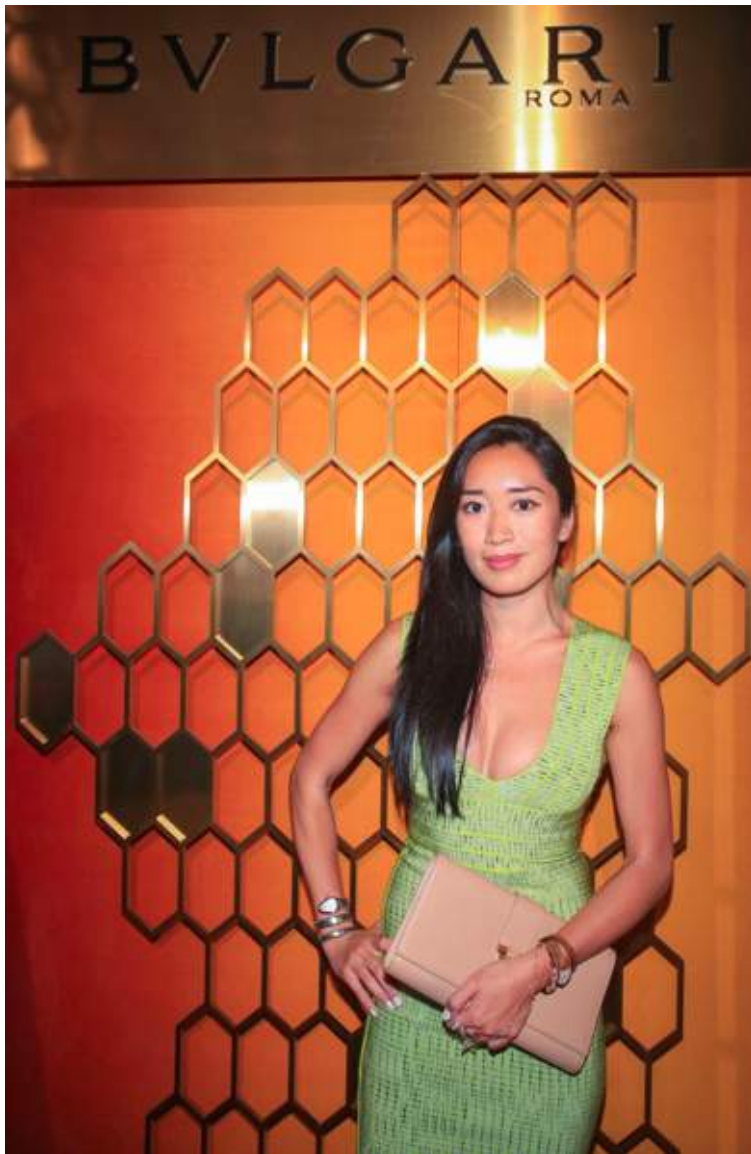
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ANTONIA DA CRUZ

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MEDIA KIT