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Sponge – mobile hair and make-up service for Hong Kong women on the go

Job interview? Hot date? Meeting the parents? When you need to look your best, Diane Younes and her team will bring the salon to you

By [Kylie Knott](#), 4 Nov 2016



Diane Younes (centre) with her Sponge team

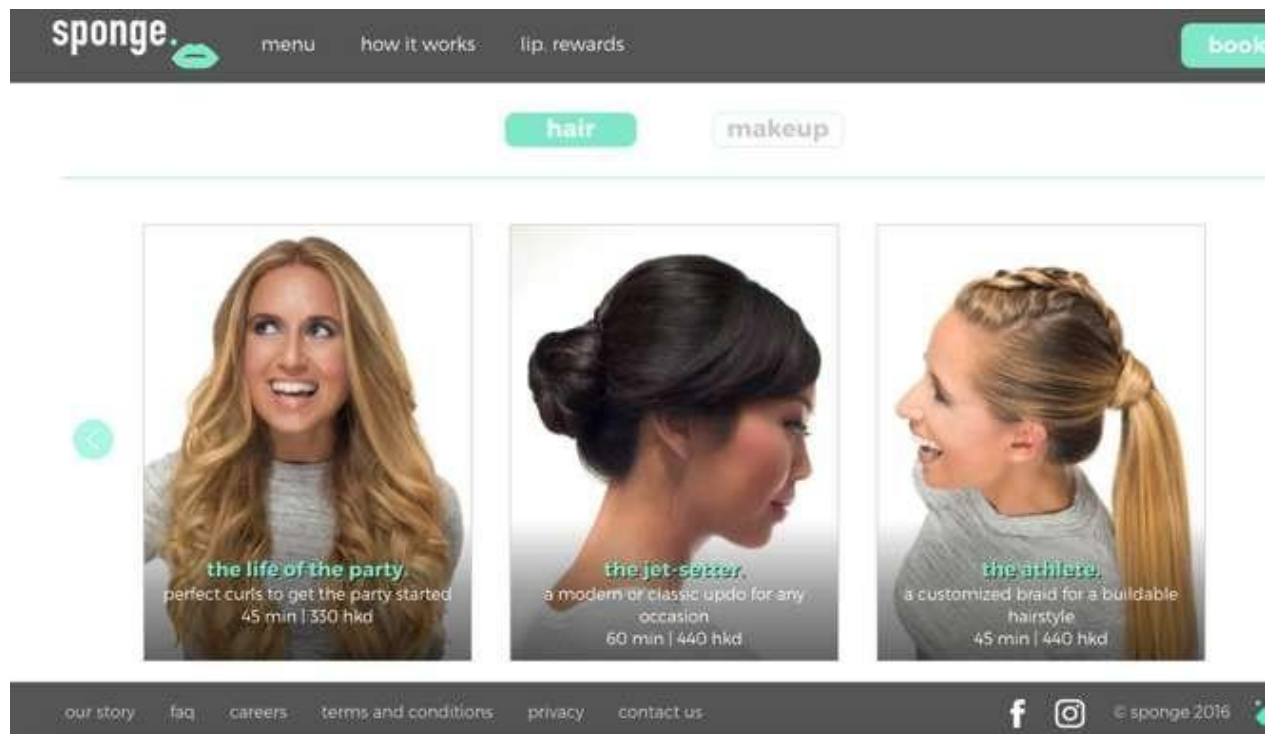
Diane Younes is a great walking advert for Sponge, the mobile hair and make-up service she launched in Hong Kong last week. Her make-up is perfectly applied, her hair elegantly pulled back from her face.

“Sponge is for the modern woman, whether she’s a career woman, a mum, a socialite, or all of these things,” says Younes, who left her job as a corporate lawyer in New York to move with her partner to Hong Kong, where she decided to follow her passion and set up the company. “We are

an on-demand service and we take our hair and make-up services to the home, office, hotel or an event with the click of a button.”

The process couldn't be simpler: visit the website, gosponge.com, and choose from a menu of looks. Hair is arranged by category, from “the boss” to a more casual “weekender” look. Make-up comes in looks including “the achiever,” a cat-eye with a pink lip, and “the dreamer,” a sun-kissed complexion with copper eyes.

Appointments can be booked from two hours to one month in advance, with prices from HK\$330 to HK\$440 for hair, and HK\$440 to HK\$550 for make-up.



Different looks offered by Sponge.