



**For immediate release**

**Fashion Walk Launches Hong Kong's First Fashion Intelligence Index  
Reveals the Latest Trends**

(Hong Kong, April 24, 2015) Fashion Walk, Hang Lung Properties' trendsetting fashion destination in Causeway Bay, is celebrating the opening of a number of exciting flagship stores of internationally renowned brands along Paterson Street by launching Hong Kong's first Fashion Intelligence Index. This innovative index uses creative and interactive methods to collect data from fashionistas, ranging from the latest trends in attire, accessories and more, to provide valuable insights and tips into what the future holds in the fashion world.

From April 25 to May 31, Fashion Walk will collect data from the four fashionista-filled streets at Causeway Bay – Great George Street, Paterson Street, Kingston Street and Cleveland Street – in two phases. Firstly, a new MINI Cooper equipped with a Go-Pro HD video camera will collect information on fashionistas' favorite colors and patterns. In the second phase, artist Eric Siu will take on the role of Fashion Hunter, using his fascinating invention, the Touchy camera, to interact with fashionistas and get to know their preferences in accessories. Fashion Walk will then compile the data and roll out the Fashion Intelligence Index to reveal what the latest exciting trends are.

Fashion Walk warmly encourages fashionistas to express their unique personality through their tastes in fashion, accessories, lifestyle and habits which together create



Hong Kong's vibrant trend-setting community. To celebrate the grand opening of new flagship stores at Fashion Walk Main Block, which includes A|X Armani Exchange, Just Cavalli, Kiehl's, kate spade, Michael Kors, Ted Baker and Versus, a glittering party will be held on May 29. Famous stylist Kevin Mayao and Eric Siu will be among those present to announce the findings of the index.

In addition, from today till May 31, Fashion Walk will collaborate with Asia Miles to launch Fashion Walk x Asia Miles Lucky Draw Program. Customers who spend a specified amount can use same-day machine-printed receipt with corresponding electronic payment slip to earn up to 1,000 Asia Miles. Customers spending over \$5,000 can participate in the Fashion Walk x Asia Miles Lucky Draw and will have a chance to win 100,000 miles. For more information, please see the appendix.

### **About Fashion Walk**

In a unique fusion of indoor and outdoor elements at the heart of Causeway Bay, encompassing four vibrant streets – Great George, Paterson, Kingston and Cleveland — Fashion Walk is the superlative shopping destination, offering the latest in trends in fashion, gastronomy and lifestyle in a magnificent setting. Fashion Walk has its finger firmly on the pulse of fashion trends for hipsters and trendsetters, allowing them to discover popular international brands and rising stars. It is home to Fashion Intelligence, the coming together of ideas and insights. We invite kindred spirits to join our community to discover, explore and share. They can also interact with their favorite brands, local lifestyle bloggers and other like-minded people on our social platform. It is a place where they can share their ideas and be part of the community to shape the



next hot trend.

More and more cutting-edge fashion designers and brands are opening flagship stores here, including LOG-ON, McQ ALEXANDER McQUEEN, Y-3, Francfranc's biggest flagship store, Hysteria Glamour, Kurt Geiger, Under Armour, adidas Women, Nike Running Experience Store and H&M, which will make its debut in the fourth quarter of 2015. In addition, Fashion Walk features an exciting collection of restaurants with al fresco and indoor seating, including the newly opened simplylife, MINH & KOK, burgeRoom and EAT. it. Fashion Walk is the most unique shopping destination for trendsetters to purchase most fashionable products and enjoy their leisure time.

Please visit:

Fashion Walk's Website: [www.fashionwalk.com.hk](http://www.fashionwalk.com.hk)

Facebook: [www.facebook.com/HK.FashionWalk](https://www.facebook.com/HK.FashionWalk)

Sina Weibo: <http://weibo.com/hkfashionwalk>

Instagram: [instagram.com/hkfashionwalk](https://www.instagram.com/hkfashionwalk)

Youtube: [www.youtube.com/user/hkfashionwalk](https://www.youtube.com/user/hkfashionwalk)

Wechat: id= hkfashionwalk



### **About Hang Lung Properties**

Hang Lung Properties Limited, a constituent stock of the Hang Seng Index and Hang Seng Corporate Sustainability Indices in Hong Kong, is a leading real estate developer in Hong Kong and mainland China. Boasting a diversified portfolio of investment properties in Hong Kong, the Company has progressively branched out into the Mainland since the 1990s, building, owning and managing world-class commercial complexes in key cities, projects that have earned international acclaim for their exceptional quality of architectural design, services and sustainable features.

Riding on the immense success of its two landmark properties in Shanghai, Plaza 66 and Grand Gateway 66, the Company's footprint has expanded to Shenyang, Jinan, Wuxi, Tianjin, Dalian, Kunming and Wuhan, with all the Mainland projects carrying the "66" brand. Subsequent to the grand openings of Parc 66 in Jinan, Palace 66 and Forum 66 in Shenyang, Center 66 in Wuxi and Riverside 66 in Tianjin over the past few years, Olympia 66, another world-class investment property in Dalian, will come into operation in the third quarter of 2015. As Hang Lung's business continues to grow, the Company is set to develop into the most admired mega national commercial property enterprise in the market.

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Photo Caption (1)



A new MINI Cooper installed with a HD Camera Go-Pro will be shuttling through Fashion Walk's four main streets to collect information on fashionistas' favorite trendy colors and patterns.

Photo Caption (2)



Artist Eric Siu transforms himself into Fashion Hunter using his own invention, the Touchy camera, to take photos of fashionistas' accessories.



### **Appendix: Fashion Walk's New International Brand Flagship Stores**

A X Armani Exchange	A X Armani Exchange is accessible Armani, inspired by street-chic culture, fashionable dance music and everything that signifies freedom and personal style. Armani Exchange is the youthful label created by Italian designer and entrepreneur Giorgio Armani.
Just Cavalli	The first Just Cavalli flagship store is characterized by an innovative and contemporary concept dedicated to the youthful generations who love to explore. The store is skillfully designed to emphasize the various product categories in a context inspired by metropolitan lofts.
kate spade	The two-story flagship store features special kate spade new york lifestyle moments and artwork. A shoe suite, a dining area showcasing the brand's home-ware selection, and a section dedicated to host the madison avenue collection which will be available on the first floor.
Kiehl's	The new concept store adopts an exotic boutique design that brings customers a relaxing environment to fully experience Kiehl's superbly professional skincare products and services. To celebrate the shop's opening, Kiehl's partners with burgeRoom, the hottest joint in town, to develop the Kiehl's Classic Burger which will be available from now til May 5.
Michael Kors	The Michael Kors flagship store is the brand's first to open in Hong Kong that will feature the full product range of the Michael Kors Collection and by MICHAEL Michael Kors. The interior of the store will reflect the signature jet-set glamor of the brand, with polished stainless steel fixtures, white marble flooring and Macassar wood used to create a luxurious and inviting atmosphere.
Ted Baker	Ted Baker's new 2-storey flagship store design concept is based on Hong Kong trams and British trains. The storefront outside is clad with glazed tiles, resembling those used on the London Underground, while your first step in the store transports you into a typical 1920s Hong Kong tram interior.
Versus	The new Versus Versace store creates an atmosphere of improvisation and participation, meshing together culture, fashion and events that prevail over formality, reflecting the mood of the brand for a new and young generation.



### **Appendix: Fashion Walk x Asia Miles Lucky Draw Program Details**

Date: April 24 – May 31, 2015

Details: Customers who spend at Fashion Walk (including Food Street) can earn Asia Miles upon presenting the electronic eligible receipt on the same day.

Required Spending	Asia Miles	Lucky Draw	Days of Redemption
HK\$2,000 - HK\$3,999*	500	N/A	Every Friday, Saturday, Sunday and Public Holiday
HK\$4,000 - HK\$4,999*	1,000	N/A	Every Friday, Saturday, Sunday and Public Holiday
HK\$5,000 or above*	1,000	ONE Lucky Draw Chance**	Every Friday, Saturday, Sunday and Public Holiday  Lucky Draw (Monday to Sunday)

\* Each customer can accumulate up to 3 electronic receipts per day.

\*\* Each customer can obtain a maximum of 10 lucky draw tickets per day.

# Each customer can redeem a maximum of 3,000 miles per day.

# Redemption of Asia Miles is limited in quota every day and is available on first-come-first-served basis and while stocks last.

# The above activities and offers are subject to change without prior notice.

### **Quota for Fashion Walk x Asia Miles Lucky Draw Program**

Asia Miles	Quota
△100,000	1
△50,000	4
△10,000	10
△5,000	100
△1,000	100