

**For Immediate Release**

**Fashion Walk Presents the “Christmas ExTREEvaganza”**

*Twelve Stylish Christmas Trees Form the City’s First “Designer Tree Parade”  
and Gifts Worth HK\$120,000*

(Hong Kong, November 27, 2015) Hang Lung Properties’ Fashion Walk in Causeway Bay blazes a new trail with one of the Christmas holiday’s most iconic symbols – the “Designer Tree Parade” in the “Christmas ExTREEvaganza” campaign. For the first time in Hong Kong, twelve world famous fashion and lifestyle designer brands collaborate with Fashion Walk to turn Paterson Street and Food Street into a glittering avenue of designer Christmas trees adorned in the unique chic style that Fashion Walk is famed for. Christmas in Hong Kong has never been so cool!

The line-up of designer brands says it all, with Diesel, Just Cavalli, kate spade new york, Kiehl’s, KURT GEIGER, Maison Kitsuné, Max Mara, Michael Kors, Ted Baker, Versus Versace, lifestyle brand Francfranc, and Champagne house Moët & Chandon, each creating their own stunningly seasonal tree designs to fill Fashion Walk with classy Christmas cheer. These unique works of art will be on display from now till December 31. In keeping with age-old Christmas tradition, Fashion Walk has asked Santa to unload a sleigh full of presents right under the magnificent designer trees, waiting for the lucky winners of the Fashion Walk “Designer Tree Parade” Lucky Draw. For every HK\$500 of spending at Fashion Walk, shoppers will have the chance to win all the presents which are worth a total of over HK\$120,000.

Another highlight of “Christmas ExTREEvaganza” is the giant interactive “(S)elfie Tree” at the Main Block of Fashion Walk. Fitted with multiple LED screens, customers can take selfies using the many elfish holiday props available, and see their photos projected on the screens of the “(S)elfie Tree”, creating a sense of warmth for the holidays.

Food Street will also host a special “Santa Paws Charity Market” from December 12 to 13 and 19 to 20 for pet lovers. A host of specialty pet retailers will be selling pet gifts such as

grooming products, clothing, snacks and pet hampers. Part of the sales revenue will be donated to the Society for the Prevention of Cruelty to Animals. Pet lovers can also take photo with Santa and their pets at the “Paws with Claus” installation. Customers will also enjoy preparing Christmas gifts for their loved ones at the “Christmas Weekend Market” from November 28 to 29 and December 5 to 6. For more details, please refer to 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 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. More and more cutting-edge concept stores and brands are opening their flagship stores here, together with the diversified choices of cuisines at Food Street, making Fashion Walk the home to Fashion Intelligence, the coming together of ideas and insights. Fashion Walk was also named “Hong Kong’s Smart Fashion Destination” by *USA Today* in July 2015.

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

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## Photo Caption 1



(From top to bottom, left to right) Twelve world famous brands, including Diesel, Just Cavalli, Kate Spade New York, Kiehl's, Kurt Geiger, Maison Kitsuné, Max Mara, Michael Kors, Ted Baker, Versus Versace, Francfranc and Moët & Chandon, create their brand-themed Christmas trees to fill Fashion Walk with classy Christmas cheer.



**Photo Caption 2**



Fitted with multiple LED screens, the giant interactive “(S)elfie Tree” at Fashion Walk Main Block projects customers’ happy faces on the tree, sharing the joy of the festive season.

## Appendix: Program Details

Activity	Detail
Designer Tree Parade	<p>Date: From now until December 31, 2015 Venue: Paterson Street, Fashion Walk Content: Collaboration with twelve world famous fashion and lifestyle designer brands to showcase twelve unique and stylish Christmas trees.</p> <p><b>Diesel</b> takes an abstract route with the tree made of denim and mirrored triangular blocks.</p> <p><b>Just Cavalli</b> creates a tree with ribbons made from its fall/winter Josephine print.</p> <p><b>kate spade new york</b> uses silver tinsels to celebrate holiday festivities in its brand style as seen from its Holiday Campaign.</p> <p><b>Kiehl's</b> uses a festive chimney design in its classic red brick icon with elves showcasing its fun and energetic brand personality.</p> <p><b>KURT GEIGER</b> creates a tree with its stylish and elegant stilettos.</p> <p><b>Ted Baker</b> has specially placed candles, teddy bears, Christmas decorations, and premium accessories into custom made wooden boxes of all sizes to create its tree design, which is both stylish and fun.</p> <p><b>Maison Kitsuné</b> creates a Parisian style tree with ornaments from its fox icon.</p> <p><b>Max Mara</b> mixes bright yellow colour with its signature camel tone from its classic trench coat.</p> <p><b>Michael Kors's</b> stunning black and gold Christmas tree is adorned with lock charms and customers are invited to write their own wishes which can be tied to the tree.</p> <p><b>Versus Versace</b> takes the deconstruction concept from the 2016 spring/summer collection, an avant garde tree is created with bold lighting, portraying the attitude of contrasts.</p> <p><b>Francfranc</b> fills its tree with festive ornaments in New York theme for a happy holiday celebration.</p> <p><b>Moët &amp; Chandon's</b> tree is adorned with gold baubles and champagne flutes.</p>
Interactive (S)elfie Tree	<p>Date: From now until December 31, 2015 Time: 10am – 11pm Venue: Fashion Walk Main Block Content: Customers can take selfies using the many elfish holiday props available, and see their photos projected on the multiple LED screens of the "(S)elfie Tree".</p>

Christmas Weekend Market	<p>Date: November 28 to 29 and December 5 to 6, 2015</p> <p>Time: 1:00pm – 7:00pm</p> <p>Venue: Food Street, Fashion Walk</p> <p>Content: An array of enticing of festive products for customers to get ready for Christmas.</p>
Santa Paws Charity Market	<p>Date: December 12 to 13 and December 19 to 20, 2015</p> <p>Time: 2:30pm – 5:30pm</p> <p>Venue: Food Street, Fashion Walk</p> <p>Content: A host of specialty pet retailers will be selling pet gifts such as grooming products, clothing, snacks and pet hampers. Part of the sales revenue will be donated to the Society for the Prevention of Cruelty to Animals. Pet lovers can also take photo with Santa and their pets at the “Paws with Claus” installation.</p>

## **Appendix: Shopping Privileges**

Redemption Date: From now until December 31, 2015

Redemption Time: 10am – 11pm

Redemption Venue: Fashion Walk Concierge

<b>Designated Same-day Spending</b>	<b>Gift</b>
HK\$500 to HK\$1,999	Every HK\$500 spending entitles the shopper to enter the “Designer Tree Parade” Lucky Draw once^
HK\$2,000 to HK\$3,999	<ul style="list-style-type: none"><li>- Francfranc Limited Edition NOVA Glass X’mas Tree (1 piece)</li><li>- “Designer Tree Parade” Lucky Draw entrances^</li></ul>
HK\$4,000 to HK\$5,999	<ul style="list-style-type: none"><li>- Möet &amp; Chandon Impérial 20cl (2 bottles)</li><li>- Fashion Walk Limited Edition Warm Pack (1 set)</li><li>- “Designer Tree Parade” Lucky Draw entrances^</li><li>- I.T Gift (1 piece)</li></ul>
HK\$6,000 or above	<ul style="list-style-type: none"><li>- Möet &amp; Chandon Impérial 75cl (1 bottle)</li><li>- “Designer Tree Parade” Lucky Draw entrances^</li><li>- I.T Gift (1 piece)</li></ul>

^ Same-day spending of HK\$1,000 will entitle the shopper to enter the lucky draw twice, while same-day spending of HK\$1,500 will entitle the shopper to enter the luck draw thrice, and so on.

### Terms & Conditions:

- Each eligible receipt by electronic payments can be used for redemption once only.
- For same-day spending of HK\$2,000 or above, a maximum of 3 eligible receipts by electronic payments can be accumulated.
- Each customer can join the luck draw for a maximum of 20 times per day. No decimal digits and roundup for the number of lucky draw entrances.
- Gifts are available on a first-come-first-served basis, while daily stocks last.
- Results of the Lucky Draw will be published in *Sing Tao Daily* and *The Standard* on January 6, 2016.
- For detailed terms and conditions, please refer to [www.fashionwalk.com.hk](http://www.fashionwalk.com.hk).
- In case of any dispute, Hang Lung Real Estate Agency Limited reserves the right to make all final decisions.