



For Immediate Release

“RAM IT UP@Fashion Walk”

**Celebrate Chinese New Year with Renowned Lifestyle Designer
Lee Chi Wing and Fashion Designers from Fashion Farm Foundation**

(Hong Kong, February 5, 2015) Fashion Walk, Hang Lung Properties' iconic fashion, gastronomic and lifestyle hub, joyfully greets the Year of the Ram with a host of the city's most acclaimed design talents who have combined their skills to create the first ever Fashion Farm in the heart of Causeway Bay. A total of 20 ram figures, designed by renowned lifestyle product designer, Lee Chi Wing, and outfitted by well-known fashion designers, are showcased at Fashion Walk to give trendsetters everywhere a fashion-forward leap into the Chinese New Year.

The Fashion Farm is enthusiastically supported by the non-profit-making Fashion Farm Foundation and local lifestyle publication *City Magazine*. Designer Lee Chi Wing said, “The design concept is inspired by celebrations for the coming Year of the Ram. It has been an inspiring collaboration with Fashion Walk and the Fashion Farm Foundation as I needed to be very careful in my choice of materials so as to create the look of the ram as well as preserve the style of a fashion mannequin.” During the Chinese New Year, the 20 ram figures will be installed at the Fashion Farm, located in the Main Block and Food Street of Fashion Walk. Upon purchase of a designated amount in Fashion Walk, shoppers can also redeem one set of the limited edition Fashion Walk “RAM IT UP” *Lai See* packets.



Designers from Fashion Farm Foundation will stage a Fashion Farm Market with the most stylish, must-have accessories of the year, in a unique atmosphere. On February 14 and 15, the Fashion Farm Market will be hit by Cupid's bow in a celebration of the overflowing love of Valentine's Day. The designers will showcase a variety of hand-picked gifts of love that will inspire lovers everywhere to celebrate the special day.

During this festive season, a contemporary Flower Garden will pop up along Kingston Street with seasonal flowers displayed in chic sophistication, to give shoppers a visual feast of blooming colors to auspiciously herald-in the New Year. The Main Block of Fashion Walk will also be decorated with peach blossoms, the traditional symbol of prosperity and romance.

Please refer to the appendix for more event details at Fashion Walk.

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 is 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 favourite 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, Hysterie 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:

Website : www.fashionwalk.com.hk

Facebook : www.facebook.com/HK.FashionWalk

Sina Weibo : weibo.com/hkfashionwalk

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

Youtube : 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, as well as Center 66 in Wuxi over the past few years, Riverside 66, another world-class investment property in Tianjin, also comes into operation on September 26, 2014. 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.



About Fashion Farm Foundation

Established in 2012, the Fashion Farm Foundation (FFF) is a non-profit organization founded by a group of enthusiastic entrepreneurs from the fashion and cultural creative industry in Hong Kong. Its mission is to unite local fashion designers, cultural practitioners, industry experts and retailers to foster collaboration between the business, lifestyle, education and cultural sectors and promote Hong Kong's fashion design in the city and to the world.

FFF serves as a platform for young designers and fashion experts to share their ideas and experiences through events such as catwalk shows, professional seminars, individual interviews, forums and group discussions. Members are welcome to exchange their views, be inspired, brainstorm and seek out opportunities for collaboration. FFF has successfully brought numerous Hong Kong-based fashion labels to international buyers and the media through various events showcasing their latest collections.

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Photo Caption 1



“RAM IT UP” Lai See packets come in a variety of appealing styles with rams peeping out from imaginatively designed fences of colorful lines, fans and triangles.

Photo Caption 2



The ram figures designed by renowned product designer Lee Chi Wing bring an au courant edge to the traditional Chinese New Year celebrations.

Appendix : Event Details

Fashion Farm Market	<p>Designers from Fashion Farm Foundation will stage a Fashion Farm Market with stylish accessories to share fashion tips with customers.</p> <p>Date: From February 7 to 8 and February 14 to 15, 2015</p> <p>Time: 2pm to 6pm</p> <p>Venue: Food Street, Fashion Walk</p>
<p>“RAM IT UP”</p> <p>Lai See Packet</p>	<p>With a same-day purchase of HK\$2,000 or above in Fashion Walk, shoppers can redeem one set of the limited edition Fashion Walk Lai See packets. This will be available on a first-come-first-served basis and only while stocks lasts.</p> <p>Date: From now until February 18, 2015</p> <p>Time: 10am to 11pm</p> <p>Venue: Fashion Walk Concierge</p>
<p>“Style Your Ram”</p> <p>Online Game</p>	<p>Simply scan the QR code on the insert of the red packets or visit www.fashionwalkpromotion.com to join an online game to style your own ram. Extra points can be obtained by scanning the QR code at designated shops in Fashion Walk to get special edition accessories for your ram. The top player with the highest score will get a Travel Package to Japan for TWO persons. The top 10 players with the highest scores before February 10, 2015 will also win a special Valentine’s Day gift including a romantic dinner for two or an array of celebrations in Fashion Walk.</p> <p>Date: From now until March 5, 2015</p>