

For Immediate Release

**Fashion Walk Presents Hong Kong's first  
“Musical Greetings Interactive Station”**

(Hong Kong, December 2, 2014) As the fashion destination in Causeway Bay, Fashion Walk will rock this Christmas with the first ever “Musical Greetings Interactive Station”, which will allow shoppers to create a unique greetings message with a musical tune to send to their friends. A variety of music-themed events will make this a dynamic and warm Christmas.

To make this Christmas celebration even more musical, Fashion Walk will collaborate with renowned composer Eric Kwok to compose a Christmas song that combines trendy elements with traditional Christmas carols. The premiere of this original Christmas song will happen at the Fashion Walk Musical Shopping Night on December 19, 2014!

To better cater to its trendy customers, Fashion Walk has been revamped with new mall facilities and new fashion brands. The new look of Fashion Walk will make its debut during the array of “Christmas Rock ‘n’ Greet” events, allowing shoppers to experience a stylish, musical Christmas with new shops, warm Christmas décor, and various music performances.

## **About Fashion Walk**

Located in vibrant Causeway Bay, Fashion Walk brings a brand new lifestyle shopping destination for fashion lovers and trendsetters. More and more cutting-edge fashion designers and brands are opening flagship stores here, including droog, Francfranc, Hysteria Glamour, Kurt Geiger, McQ Alexander McQueen, Y-3 and H&M, the latter making its debut in the summer of 2015. In addition, Fashion Walk features an exciting collection of restaurants with al fresco and indoor seating, including newly opened simplylife, MINH & KOK and burgeRoom.

Please visit:

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

Facebook: <http://www.facebook.com/HK.FashionWalk>

Sina Weibo: <http://weibo.com/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 came into operation in September 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.

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Photo Caption 1 :



A 5-meter-tall Christmas tree and the first ever “Musical Greetings Interactive Station” will help make this a dynamic and warm Christmas.

Photo Caption 2 :



Fashion Walk unveils its festive look to wish shoppers a merry Christmas.

### Appendix: Event Details

Date	Time	Event	Details
Now – Dec 26	10:00-22:00	Christmas Gift Redemption	Upon spending a designated amount at Fashion Walk, registered shoppers can redeem a Bluetooth speaker by Radim Malinic, a well-known British designer, or a bottle of Italian sparkling wine. Shoppers are also welcome to join our handmade crystal music globe workshop.
Now – Dec 31	10:00-23:00	First Ever Musical Greetings Interactive Station	Simply type in a greeting message and the interactive system will turn it into a musical tune that can be sent to friends. Share a special holiday surprise with friends this Christmas!
Now – Dec 31	10:00-23:00	Christmas Music Street	Food Street and Kingston Street will be transformed into a <b>Christmas Music Street</b> with music-themed decorations. A 5-meter tall Christmas tree decorated with one-of-a-kind Christmas lights that take the form of Christmas greetings, notes, and musical instruments to wish you a merry Christmas. Kingston Street will also be decorated with a giant Christmas tree flanked by shimmering crystal globes.
Dec 13 – Dec 14	14:00-18:00	Christmas Walk Weekend Design Market	<b>Christmas Walk</b> – Fashion Walk's first crossover event with <i>Milk</i> magazine – features a special weekend design market showcasing numerous handicrafts, Christmas gifts, fashionable accessories, and creative music-themed booths, allowing visitors to enjoy the modern European-style outdoor shopping experience with wonderful live band music.
Dec 19	18:00-22:00	Musical Shopping Night	Debut of a stylish Christmas song by Eric Kwok. Exclusive privileges will be offered

			by a new fashion brand to celebrate reopening of Fashion Walk with a new look! This stylish Christmas music carnival will feature a vivid live band performance.
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