

For Immediate Release

Exciting New Look at Fashion Walk
Revamped Mall Has Brands' First Concept Stores in Hong Kong
Offers unique shopping and lifestyle experience for shoppers

(Hong Kong, December 17, 2014) Fashion Walk, the distinctive lifestyle destination in Causeway Bay of Hang Lung Properties, unveiled on December 15 its revamped Main Block indoor shopping mall after extensive renovations. The re-opened Fashion Walk Main Block injects an exciting momentum into this iconic shopping district, featuring an array of international brands opening their first Concept Stores in Hong Kong.

The revamping of Fashion Walk Main Block, located on Great George Street, marks a key milestone in the transformation of the shopping district. With the introduction of a dazzling array of stylish and high-quality brands, Fashion Walk offers the latest trends in fashion and lifestyle, and is set to become the city's next shopping landmark.

The two-story Main Block is situated at the site of the former Daimaru Department Store, popular in the 1970s. Renowned architectural firm OVAL is responsible for the fresh-looking design, which accentuates the latest fashion trends and complements Fashion Walk's new image with the installation of a dynamic lighting trail.

A number of brands featuring their first ever Concept Stores in Hong Kong at the Main Block include: the biggest LOG-ON lifestyle shop on Hong Kong Island, featuring the

first and only “LOG-ON ToGather” members’ area; the only Michael Kors flagship store featuring the brand’s full product range in Hong Kong; the all new Max Mara “Utility Luxe” concept flagship store; the largest Vivienne Tam store within a shopping mall and the only store with a dedicated corner for the Opera Girl Collection; the first Starbucks store with a dessert menu included its wide food choices; Hong Kong’s first iCREMERIA delicacy store presenting ice cream as a fashion concept; and Hong Kong’s first store of the US luggage brand Hartmann.

Other famed fashion brands include: Italy’s Patrizia Pepe; MDreams with the exclusive Melissa + J. Maskrey Wedding series; luxury accessories boutiques Alexander de Paris, L.S. COLLECTION and Raffles; renowned Italian leather goods brand Coccinelle; trend-setters Porter, Kipling and B’IN SELECT.

In addition to celebrating Christmas, Fashion Walk will be holding a VIP shopping night on December 19 with most tenants offering exclusive discounts and special edition gifts, creating a more joyful Christmas shopping experience. Renowned musician Eric Kwok will come to Fashion Walk to present the debut of his stylish Fashion Walk Christmas song. Eric said: “When I was composing this Christmas song, I had fond memories of the times that I and my friends had in Fashion Walk, I hope everyone can feel the same joyful atmosphere that I experience here and the merriment of the Christmas season.”

Fashion Walk, the favored location for a host of high-fashion and trend-setting stores and situated along four vibrant streets -- Great George, Paterson, Kingston, Cleveland

-- has long been setting the customers' pulses racing. Over the years, it has attracted the first Francfranc store in Hong Kong; the first agnès b flagship store; and the only adidas Original store. Recent arrivals are the highly popular burger restaurant burgeRoom; the first and only simplylife store in Causeway Bay; the first self-service casual Italian restaurant EAT.it; and the first and only NIKE Running Experience store in Hong Kong.

About Fashion Walk

In a unique fusion of indoor and outdoor ambiance at the heart of Causeway Bay, encompassed by four vibrant streets – Great George, Paterson, Kingston and Cleveland, Fashion Walk is a distinctive shopping destination that offers the latest in fashion, gastronomy and lifestyle.

More and more cutting-edge fashion designers and brands are opening flagship stores here, including adidas Women, Francfranc, Hysteria Glamour, Kurt Geiger, McQ Alexander McQueen, Nike Running Experience Store and H&M, which will make its debut in the summer 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 and burgeRoom.

Please visit:

Fashion Walk's Website: www.fashionwalk.com.hk

Fashion Walk's Facebook: <http://www.facebook.com/HK.FashionWalk>

Fashion Walk's Sina Weibo: <http://weibo.com/hkffashionwalk>

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.

Media contact:

Cheung Ka Wing
Assistant Manager
Corporate Communications
(852) 2879-0360
WingKWCheung@HangLung.com

Sharon Cheung
Officer
Corporate Communications
(852) 2879-6281
SharonCheung@hanglung.com

Event Invitation Card



Appendix : Main Block Brand List and Event Details

<u>Brand</u>	<u>Details</u>
Aesop	Aesop's Fashion Walk shop gives the ultimate skin care experience with its unique products
Alexandre de Paris	Presents a brand-new image
B'IN SELECT	B'IN SELECT at Fashion Walk features the most popular lifestyle brands and products for trend-setters
Burberry Black & Blue Label	The delicate balance between elegance, class and practicality of the Burberry Black & Blue Label at Fashion Walk will offer the utmost in luxury shopping
Calvin Klein	Calvin Klein at Fashion Walk is for those seeking a simple, elegant lifestyle
Coccinelle	Renowned Italian leather goods brand Coccinelle offers a wide selection of elegant and creative products
DKNY	DKNY is the brand that finds its inspiration in New York City. Its Fashion Walk boutique embraces the energy and urban sophistication of New York. Its collections include DKNY, JEANS and ACTIVE, footwear, accessories, watches and fragrance products. This season's collection was inspired by

	real people on New York City streets. New Yorkers give a fresh spin to whatever they wear. Forgetting the straight and narrow, New Yorkers take twists and turns. This is their style. It's all about who you are and how far you dare to go
Hartmann	US lifestyle luggage brands
iCREMERIA	A Japanese ice cream brand that presents ice-cream as a fashion concept
Kipling	World's first boutique installed with a sewing machine for adding names
LOG-ON	The largest LOG-ON store on Hong Kong Island featuring the "LOG-ON ToGather" culture club member's corner
L.S. COLLECTION	Boutique L.S. COLLECTION presents an array of unique watches and jewelry from around the world
Max Mara	The Max Mara 2014Spring/Winter Collection provides professional tailoring and high-tech craftwork, accentuating the "Utility Luxe" look. This series, combining cutting-edge technology with art and emotion, showcases a delicate balance of softness and firmness
Michael Kors	The only Michael Kors flagship store featuring the full product range

Melissa at M Dreams	Exclusive pre-sale of Melissa + J.Maskrey Wedding 2015 series in early Spring
Patrizia Pepe	Italian fashion brand and the only flagship store in Hong Kong
Phoenix Sweets	Having garnered immense fame from its online cake store, Phoenix Sweets has decided to open its first store in Fashion Walk
PORTER INTERNATIONAL	With Taipei's "Itabashi" and Kaohsiung's "Dream Mall" as the blueprint and design concept, the intricate yet low-key shopping space utilizes an industrial style, providing simple furniture in varied color schemes and materials
Raffles Jewels	Fashion Walk will feature Raffles Jewels' first Hong Kong flagship store
Starbucks Coffee	Experience American coffee culture and presenting Starbuck's first dessert menu
Vivienne Tam	Hong Kong's largest shop within a mall