

For Immediate Release

Fashion Walk Powers-up Hong Kong's First-Ever Joy of Lights Origami Light-Art Christmas Tree

(Hong Kong, November 14, 2016) This Christmas, Fashion Walk collaborates with renowned international artist from Japan, KAZ SHIRANE, famed for his work in imaginative space design to present the Hong Kong's first-ever four-meter tall "Imaginative Christmas Tree" Origami Light-Art Installation. The "Joy of Lights" spectacular continues with nine more stunning Christmas Trees lining Paterson Street in a unique display of stacked art patterns, simply exuding seasonal sophistication.

From today till January 2, 2017, Fashion Walk main block will showcase KAZ SHIRANE's latest masterpiece – the "Imaginative Christmas Tree". Painstakingly constructed from 270 individual pieces of reflective material, the pillarless tree is constructed following the traditional principles of origami to stand as a gleaming beacon heralding the season of joy and light in the midst of bustling Causeway Bay. Customers have their part to play in bringing this stunning work of art to life as their movements and gestures bounce off the hundreds of mirrors, creating a thrilling atmosphere reflective of the city's exuberant celebrations.

In order to capture the customers' interactions with the "Imaginative Christmas Tree", the latest 360° photo technology is built inside the art installation so that customers can take a 360° picture which will be projected onto the screen inside the shopping mall. Customers can also use the picture to create a unique Christmas card for uploading to social media, allowing them to share holiday greetings with their beloved family and friends.

Fashion Walk's Paterson Street will also receive a seasonal makeover and be adorned with nine stylish Christmas trees, dolled up geometrically with kaleidoscopes, Christmas bells, ornaments, and swathes of intricate patterns. Other than celebrating happy times with a snap shot in front of the dazzling decorations, customers can take part in fun workshops, or watch one of the carefully choreographed dance performances to celebrate the festive season with their loved ones. What's more, upon spending of designated amount at Fashion Walk, customers can receive fabulous Christmas gift sets. For more information about Fashion Walk's seasonal promotions and activities, please refer to the appendix.

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 the distinctive 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, include the firstly entered AMI and new concept store eGG Tart, also the first Asian Brand Center of Fjällräven, 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.

For further information, please visit:

Website : www.fashionwalk.com.hk
Facebook : www.facebook.com/HK.FashionWalk
Sina Weibo : weibo.com/hkffashionwalk
Instagram : instagram.com/hkffashionwalk
Youtube : www.youtube.com/user/hkffashionwalk
WeChat : id= hkffashionwalk

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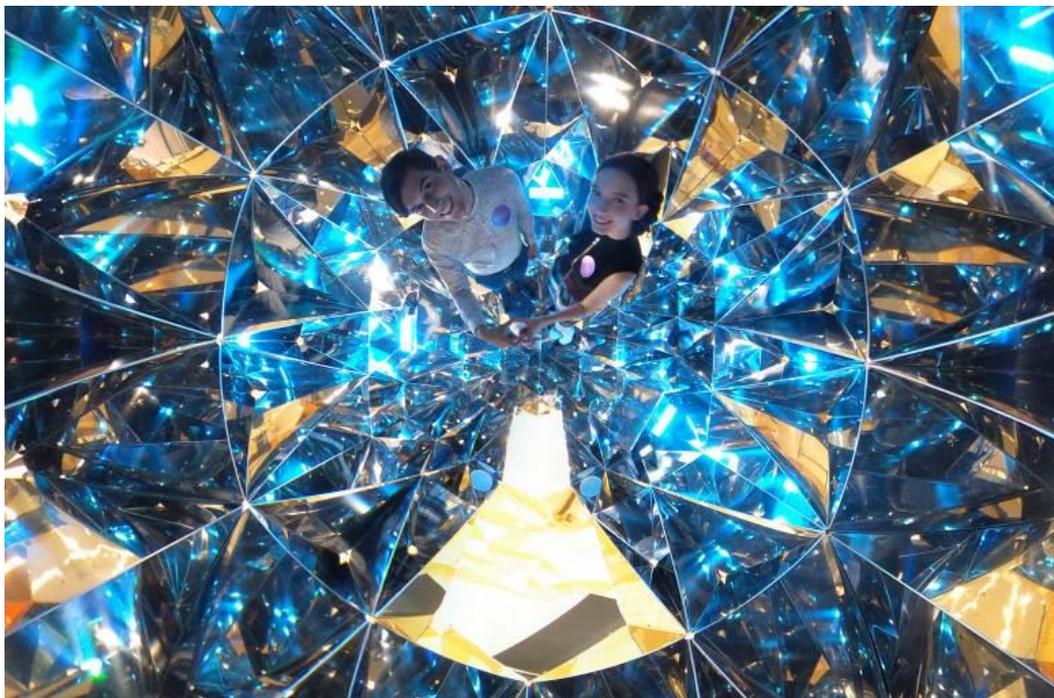
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Photo Caption (1)



Causeway Bay's Fashion Walk joins hand with KAZ SHIRANE, a renowned artist known for his imaginative space design, to present Hong Kong's first-ever four-meter high "Imaginative Christmas tree" Origami Light-Art Installation.

Photo Caption (2)



The latest 360° photo technology is built in to the "Imaginative Christmas Tree" to capture visitors' happiest Christmas moments, projecting them onto the screen inside the mall.

Photo Caption (3)



The Christmas spirit overflows Fashion Walk into Paterson Street with nine stylish Christmas trees made from stacked art patterns.

Appendix: Program Details

Program	Details
<p>Joy of Lights Imaginative Christmas Tree & Christmas Tree Parade</p>	<p>Date: From now until January 2, 2017 Location: Main block, Paterson Street & Food Street, Fashion Walk Content: Besides the “Imaginative Christmas Tree” at main block, a series of nine fashionable Christmas trees made from stacked art patterns are installed along Fashion Walk’s line-up of branded stores, transforming Paterson Street into a glittering festive corridor.</p> <p>agnès b. Christmas Tree is a glittering tree made up of the brand’s symbolic heart shapes. Marbling Christmas Tree is a tasteful tree constructed by a stack of spoon-like patterns. Magnificent Dancing Dress Christmas Tree is a gorgeous dance costume pieced together using white Christmas garlands; it is like a dress worn by the Christmas tree for a dance party. Unique Pencil Dress Christmas Tree is a stylish garment created from various sizes of round pencil shavings. Kaleidoscope Christmas Tree is a fashionable tree put together through stacking multiple kaleidoscope-like structures together. Love Ornaments Christmas Tree is like a kaleidoscope with layers of transparent glass decorated with Christmas ornaments inside. Jiggly Eyes Christmas Tree is adorned with pine tree cones, berries and eyeball-like ornaments. Geometric Christmas Bell Christmas Tree is made from stacking triangular pyramids and Christmas ornaments. A Slice of Christmas Tree is a beautiful arrangement taking its shape from stacking simple six-leaf folding screens.</p>
<p>Interactive 360° Photo Booth</p>	<p>Date: From now on until January 2, 2017 Time: 1 – 9pm Venue: G/F, Fashion Walk main block Content: Visitors have their part to play in bringing the “Imaginative Christmas Tree” to life with their movements and gestures. The tree employs the latest 360° photo technology to capture visitors’ happiest moments, making for a perfect personalized Christmas card, which can be uploaded to social media to share the season’s joyful greetings with family and friends.</p>

<p>“O Christmas Tree” Dance Performance</p>	<p>Date: November 19 and December 3, 2016 Time: 3pm and 5pm; Two shows per day Venue: G/F, Fashion Walk main block Content: Collaborates with The Hong Kong Academy for Performing Arts – EXCEL to stage the “O Christmas Tree” Dance Performance to celebrate the festival with dynamic dance and songs.</p>
<p>Kaleidoscope Workshop</p>	<p>Date: December 4 & 17, 2016 Time: 3:30 – 4:30pm Venue: 1/F, Fashion Walk main block Contact: Renowned photomedia artist, Veron Sung, will lead a kaleidoscope-making workshop. Interested individuals can register on site. Space is limited and is available on first-come, first served basis.</p>
<p>Santa Claus Meet & Greet</p>	<p>Date: December 23 to 25, 2016 Time: 3 – 5pm Venue: Fashion Walk main block</p>

Shopping Privileges

Phase 1

Redemption Period: From now till November 30, 2016

Redemption Time: 11:00am – 10:30pm

Location: Concierge, Fashion Walk

Remarks: Shoppers presenting a maximum of three original, same-day machine-printed receipts from different shops in Fashion Walk can redeem the following gifts:

<u>Spending Amount</u>	<u>Gift</u>
HK\$500 or above	2 Tickets to PICTURING ASIA: Double Take Photo Exhibition presented by Asia Society Hong Kong Centre (Quota: 500) Exhibition Date: Now till January 7, 2017
HK\$2,000 – HK\$7,999	Chateau Perron La Gourdine 2013, Bordeaux France (1 bottle) (Quota: 150)
HK\$8,000 – HK\$14,999	Francfranc FINO Christmas Glass Tree (1 piece) & Chateau Perron La Gourdine 2013, Bordeaux France (1 bottle) (Quota: 80)
HK\$15,000 or above	A “Lomo'Instant The Explorer Edition” (1 piece) (Quota: 300)

Phase 2

Redemption Period: December 1, 2016 – January 2, 2017

Redemption Time: 11:00am - 10:30pm

Location: Concierge, Fashion Walk

Remarks: Shoppers presenting a maximum of three original, same-day machine-printed receipts from different shops in Fashion Walk can redeem the following gifts:

<u>Spending Amount</u>	<u>Gift</u>
HK\$500 or above	2 Tickets to PICTURING ASIA: Double Take Photo Exhibition presented by Asia Society Hong Kong Centre (Quota: 500) Exhibition Date: Now till January 7, 2017
HK\$2,000 – HK\$7,999	Chateau Perron La Gourdine 2013, Bordeaux France (1 bottle) (Quota: 150)
HK\$8,000– HK\$14,999	Francfranc Limited Edition Christmas Gift Box (1 piece)(Quota:150)

HK\$15,000 or above	A “Lomo'Instant The Explorer Edition” (1 piece) (Quota: 300) or agnès b. BIJOUX bracelet (1piece)(Quota: 80)
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- Each receipt is eligible for gift redemption for once only.
- Gifts are available for redemption on first-come, first-served basis, while stocks last.
- Terms and conditions apply. For more details, please visit the redemption counter or refer to our website www.fashionwalk.com.hk. Hang Lung Real Estate Agency Limited reserves the right to make all final decisions.
- The activities and promotions are subject to change without prior notice.