



For immediate release

**Fashion Walk's "Dine & Shine 2014 Open-House Carnival"
Let's Get Out and About**

(Hong Kong, September 25, 2014) Fashion Walk, a distinctive lifestyle destination of Hang Lung Properties in Causeway Bay, provides a "Dine & Shine 2014 Open-House Carnival". "Dine & Shine 2014" held in close collaboration with tenants, the carnival shows off the best of Fashion Walk through its four vibrant main streets, Great George Street, Paterson Street, Kingston Street and Cleveland Street. Different zones will offer different activities, such as inviting renowned United States community artist Jeremyville to conduct his first time live street art jamming in Hong Kong. Let's shoppers "Get Out and About".

"Dine & Shine 2014" will be held on September 27 and 28 (Saturday and Sunday). This fashion-forward platform has invited New York artist Jeremyville to capture its vibes and special characters in his unique drawing style in Fashion Walk. Jeremyville highlighted: "I love Fashion Walk and Causeway Bay, which are leading the trends, and not following it. That's what made me first pick up my pen for this great place." Jeremyville is launching his first "Pop-Up Exhibition" in Hong Kong. For "Dine & Shine 2014", he has created a famed Community Service Announcement pictures, themed "Let's Get Out and About". Jeremyville will conduct a live art-jamming session on Paterson Street to introduce his message of art as a way to connect and delight. Guests will have a chance to join the art-jamming with him.



Registered guests can enjoy free styling service from popular Hong Kong fashion stylist Pony Pong to create their own “fashion-forward” FW/14 look in collaboration with i.t and “who ARE invited”. Guests can take part in a group photo session with professional models, and get a personal styling flipbook. The top 50 mix & match styles selected by panel judges will each be awarded a HK\$1,000 Shopping Gift Voucher from i.t.

Food Street will also be transformed into a beach party venue, host the “Journey of Flavors” campaign and “ABSOLUT x Hong Kong Art Tour”, provides an exclusively dining experience for Fashion Walk Dine & Shine guests.

What’s more, registered guests can join interactive sports games involving archery painting and fencing, and a fascinating group running session, organized by Under Armour and adidas women. Sports fans will love Kingston Street.

From now until September 28 (Sunday), customers can redeem one entry ticket of “Dine & Shine 2014” upon a single purchase of HK\$500 or above at Fashion Walk or Hang Lung Centre. RSVP now at <http://taste.fashionwalk.com.hk/promotions>. All participants will receive a limited edition “Fashion Walk x Jeremyville” tote bag as a welcome gift. An i-snap mobile photo-taking remote will be awarded after participants obtain stamps by completing 6 check points at the event.

During the event, participants have a chance to meet and share fashion ideas with celebrities, fashion bloggers and magazine editors. What’s more, they can enjoy

exclusive discounts and other bonus privileges at participating merchants. Selected I.T and i.t brands offer 15% off FW14 selected items upon a single net purchase of a certain amount. Citibank I.T Visa cardholders can have a free admission ticket and join a lucky draw to earn double chances to win fabulous prizes.

Tenants from Fashion Walk will offer different workshops for registered guests, including “Culinary Trail of F&B restaurants & Tasting Workshops” by droog, “Dynamic Sports” by Under Armour and adidas women. Please refer to the in-mall poster for details.

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 droog, Francfranc, Hysterie Glamour, McQ Alexander McQueen, Y-3 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 and MINH & KOK.

Please visit:

Fashion Walk's F&B website (<http://taste.fashionwalk.com.hk>)

Fashion Walk's website (<http://www.fashionwalk.com.hk/>)

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

Sina Weibo (<http://e.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 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 Jeremyville

Jeremyville is a renowned New York community artist famous for his unique and amazing Community Service Announcements of simple imagery and witty wording. His work has been acclaimed globally, as has his many crossover works with international fashion brands including Coca-Cola, Converse, LeSportsac, Kiehl's and Volkswagen.



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Event Poster:

FASHION WALK

DINE & SHINE 2014

ANNUAL OPEN-HOUSE CARNIVAL

DATE: SEP 27 & 28, 2014 (SAT & SUN)

TIME: 3pm – 7pm

VENUE: FASHION WALK

Registration*:
From now until Sep 28, 2014,
upon single purchase of HK\$500
or above at Fashion Walk or
Hang Lung Centre to redeem one
entry ticket.



THIS HAS BEEN A JEREMYVILLE COMMUNITY SERVICE ANNOUNCEMENT.

Open for
registration now!
Limited seats!



**LET'S GET OUT
AND ABOUT.**

THIS HAS BEEN A JEREMYVILLE COMMUNITY SERVICE ANNOUNCEMENT.

*Party participant can get one "Fashion Walk x Jeremyville" limited edition Tote bag.
Workshops pre-registration starts now! Visit taste.fashionwalk.com.hk/promotions for more details.



PERSONALIZED F/W
STYLING FLIP BOOK



ART JAMMING WITH
JEREMYVILLE

FREE!





FOOD TASTING
WORKSHOPS



BEACH PARTY
AT FOOD STREET

AND MUCH MORE!

Gift is available on first-come-first-served basis, while stock lasts.
Hashtag Fashion Walk: #hkfashionwalk #dineandshine2014

Preferred Partner:



Fashion Shoot Powered by:



Supporting Partners:






澳洲盡有不同

Participating Merchants:





























Appendix 1: “Fashion Walk Community” by Jeremyville



LET'S GET OUT
AND ABOUT.

THIS HAS BEEN A JEREMYVILLE COMMUNITY SERVICE ANNOUNCEMENT.



LET'S LIVE LIFE
ALFRESCO.

THIS HAS BEEN A JEREMYVILLE COMMUNITY SERVICE ANNOUNCEMENT.



BE AS YOU
AS YOU CAN BE.

THIS HAS BEEN A JEREMYVILLE
COMMUNITY SERVICE ANNOUNCEMENT.



FIND YOUR
RAINBOW SMILE.

THIS HAS BEEN A JEREMYVILLE
COMMUNITY SERVICE ANNOUNCEMENT.

Appendix 2: Activities offered by “Dine & Shine 2014 Open-House Carnival”

Date: September 27 and 28, 2014 (Saturday and Sunday)

Time: 3pm – 7pm

Location	Activity	Description
Zone A: “Fashion Forward” on Paterson Street	Art Jamming Session with Jeremyville	Jeremyville will conduct a live street art jamming session with the theme of “Dine & Shine” on Paterson Street. Guests will have a chance to join the art-jamming with him.
	Fashion Shoot & Personalized Styling	Registered guests can enjoy the free styling and photography service by “who ARE invited” to create their “fashion forward” FW14 look by i.t and take part in a group photo shoot with professional models to make a personal styling flipbook. The flipbook can be collected two hours after the photo session.
	Interactive Music Performance	Visitors can virtually conduct a live orchestra on the podium.
Zone B: “Journey of Flavors” on Food Street	Culinary Trail of restaurants and Tasting Workshops	Participants can visit Fashion Walk restaurants for complimentary food tasting, wine or other offers at El Cid Spanish Restaurant, King Ludwig German Restaurant, Island Seafood & Oyster Bar and others. droog will have a unique workshop experience related to food tasting.
	ABSOLUT x Hong Kong Art Tour	Visitors can enjoy a complimentary cocktail or an ABSOLUT Vodka by Antonio Lai, the multi-awarded international mixologist who offers a unique drinking experience that engages all five senses.

	Colorful Cocktail Tour	Participants can enjoy free colorful nonalcoholic cocktail drinks.
	KENZO LOVES I.T Pop Up Shop & Cafe	In collaboration with I.T, the limited edition KENZO Pop Up Cafe in Food Street will serve coffee and snacks.
	Beach party with Massage and Tattoo stations	Food Street will be transformed into a beach party venue with swimsuit models heating up the scene. Visitors can enjoy music in the open-air atmosphere and have a massage or temporary tattoo.
Zone C: "Dynamic Sports" on Kingston Street	adidas women's adidas Girl Power Run	A 60-minute workout specially designed for women to experience their brand spirit "all in for #mygirls"
	"Workouts in Style" by Under Armour	Under Armour has planned a 45-minute group running session to showcase their sweat-resistant athletic gear.
	Interactive Sports Games	Free games will include archery painting and fencing.
Zone D: "International Community Art" on Cleveland Street	DIY Workshop	Participants can make their own fashion tote bags and fun caps.
	HK Designers Weekend Market organized by GUMGUMGUM	Local designers will show their talent and wares at a Weekend Market.
	Lucky Draw Game	A Lucky Draw for participants to win bonus gifts with any spending on designated day. Citibank I.T. Visa cardholders can earn double chances to win prizes. Terms and conditions apply.

Appendix 3: Fashion Walk x Jeremyville Limited Edition Gifts

Registered guests can receive one special edition tote bag and cardholder.



Registered guests can win the prize by joining our mini games including flip flop, towel, i-snap (mobile photo-taking remote) and more.



