

For immediate release

“Be Your Own Fashion Icon” at Fashion Walk
Prelude to an Exciting New Brand Mix

(Hong Kong, April 17, 2014) Fashion Walk, the stylish gem of Hang Lung Properties in Causeway Bay, brings a fabulous array of new and glamorous fashion brands to town. Displaying the latest spring and summer designs of an exciting variety of international brands, a fashion show themed “Be Your Own Fashion Icon” today launches the inspiring new brand mix. Additional attractive events are in the pipeline to celebrate this new cast of shopping experiences.

Hong Kong’s first fashion talk show is the highlight of today’s runway event featuring two renowned local trendsetters, Cheryl Leung and Inggrad Shek. They share their personal insights into forthcoming trends and showcase the unique mix and match styles of the spring/summer designs from different brands, displaying how to be a true Fashion Icon.

Echoing this theme, a four-meter giant fashion model dressed in gleaming materials and adorned with neon lights will be a Fashion Icon on display in Fashion Walk. This dazzling feature turns Food Street into a luminous runway, creating different ambiances for day and night and guiding visitors into the fashion kingdom awaiting them behind the giant model. Stylish accessories in

neon tubes also shine down on Fashion Walk and Food Street, bringing brilliant light into the Fashion Walk shopping hub this spring and summer.

A series of street fashion parades highlighting the “Be Your Own Fashion Icon” theme will be held at 3pm on three consecutive Saturdays (April 19, 26 and May 3) in Fashion Walk. Models taking part in the parades will be dressed in sophisticated combinations of outfits to show off different personalities and styles. Models will play the roles of world-class fashion gurus to “fashion up” everyone’s lifestyle.

A fashion exhibition is being held in Fashion Walk from now until May 31 (Saturday) to preview the exclusive and latest designs of trend-setting brands, including four limited edition silver apparels for The 25th Anniversary of I.T which is being shown downtown for the first time (brands include THOMAS WYLDE, MMM, SIMONE ROCHA and MCQ); the exclusive designs from Lusso Brillante (brands include ATOS LOMBARDINI, ELISABETTA FRANCHI, LORELLA SIGNORINO, HACHE and GAETANONAVARRA); men’s spring/summer fashions by Shine (brands include JohnUNDERCOVER, Frankie Morello, undecorated MAN, Yoshio Kubo and Julien David); as well as the newest collections from renowned international brands A|X Armani Exchange, Calvin Klein platinum label and DKNY.

Following the great news that H&M’s first and biggest flagship store in Asia will open in the summer of 2015 at Hang Lung Centre, the Kiehl’s “Art Marathon”

pop up store, the recent talk of the town, also launched in April 4 and last until April 27 only. The famed European luxury fashion store Lusso Brillante will unveil its first concept store in Fashion Walk in April 28; Fashion Walk is certainly enhancing its well-deserved reputation as the distinctive destination for local trendsetters.

About Fashion Walk

Located in vibrant Causeway Bay, Fashion Walk brings customers a brand-new lifestyle shopping arena in the district. More and more cutting-edge fashion designers are opening flagship stores here including droog, Francfranc, Hysteria Glamour, McQ Alexander McQueen, Y-3 and H&M, which will make its debut in the summer of 2015. Additional fine dining restaurants including simplylife and Minh & Kok will also be launched in Food Street at Fashion Walk. With both alfresco and indoor seating, Food Street offers customers a relaxing experience in the heart of Causeway Bay. Fashion Walk has certainly become the distinctive shopping lifestyle destination in Hong Kong for fashion lovers and trendsetters.

Please visit:

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 as well as Palace 66 and Forum 66 in Shenyang over the past few years, Center 66, another world-class investment property in Wuxi, came into operation in September 2013. 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 Cheryl Leung

London-born Cheryl is a global fashion stylist for publications in Hong Kong and mainland China such as Vogue, Condé Nast China and The South China Morning Post. Her creative disciplines are commissioned for styling and image

consulting as well as for art direction for luxury, apparel and accessories brands for their advertising and e-commerce.

About Inggrad Shek

After winning the Overall Performance Award presented by the FWTA (Fashion World Talents Award) annual competition at the age of 21, Inggrad has become one of the most in-demand stylists in town. In just a brief period, she has firmly established her own brand and developed a deep client base in TV commercials, editorials for fashion magazines as well as cinematic costume design. Inggrad is multi-talented, expert in styling, visual communication and makeup skills.

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Media contact:

Simon Lau
Assistant Manager
Corporate Communications
(852) 2879-0397
SimonTFLau@HangLung.com

Teresa Chan
Officer
Corporate Communications
(852) 2879-0531
TeresaYYChan@HangLung.com

Appendix: New Brand Mix at Fashion Walk

Kiehl's "Art Marathon" pop up store was the talk of the town when it opened in April, 2014.



Style leader McQ Alexander McQueen's store opened in April, 2014.



Premium sports fashion brand Y-3's store opened in January, 2014.



Modern and classy COS, delivering skillfully considered designs for discerning women and men, opened its store in January, 2014.



The flagship store of the popular lifestyle concept shop Francfranc opened in November, 2013.



Renowned Dutch design shop droog celebrated its first launch in Hong Kong in November, 2013.



GUMGUMGUM, a lifestyle concept shop supported by local HK artists, opened in November, 2013.



H&M x Isabel Marant Pop Up store (three days only) opened in November, 2013.



Event poster:

