

Plaza 66, Shanghai's star-studded "HOME TO LUXURY" fashion party presents a night of the future

(Shanghai, November 21, 2022) A symphony of light exploded as stars gathered at the Plaza 66, Shanghai "HOME TO LUXURY" party held from November 18 to 20, 2022. This year, Plaza 66, once again joined hands with more than 100 renowned international brands to present guests with a rich array of exclusive, first-release and limited edition items. Colorful, interactive installations, beautifully-decorated floats from brands, and exclusive member benefits added to the excitement of the three-day fashion party. Highlights on the night of November 18 included stunning appearances from all-rounded musician Henry Lau and leading-edge singer-songwriter and actor Wang Ziyi. Large numbers of celebrity brand ambassadors and friends as well as fashion bloggers were on hand to celebrate the "night of the future" with guests.

Speaking at the event, Mr. Weber Lo, Chief Executive Officer of Hang Lung Properties, said, "Hang Lung adheres to its motto 'We Do It Well' and the 'Customer Centricity' philosophy. Plaza 66 – Shanghai's high-end fashion landmark – has been striving to deliver the best-of-the-best shopping experience through active introduction of brand debut stores and luxury labels. Plaza 66 always closely and collaboratively works with the Shanghai Municipal Government and the Jing'an District Government to drive consumption and economic growth, echoing the 'Pulse of the City' brand mission. The 'HOME TO LUXURY' Party is delighted to offer customers still more exclusive, brand-new products and elevated interactive customer experience, as the event goes into its sixth year. With the support from its mind-alike tenant partners and our forward-looking strategies, Plaza 66, along with other Hang Lung 66 malls in mainland China, will continue their successes in respective cities, further realize our vision of 'creating compelling spaces that enrich lives' curating quality lifestyle experiences for customers across the country."



Mr. Weber Lo, Chief Executive Officer, Hang Lung Properties (third left), Mr. Derek Pang, Senior Director – Mainland Business Operation (second left), Ms. Janice Cheung, General Manager, Plaza 66 (first right), all-rounded musician Mr. Henry Lau (second right) and leading-edge singer-songwriter and actor Mr. Wang Ziyi (first left) officiated the party.

Star-studded event offers delights to the senses

As a high-profile, top fashion event, “HOME TO LUXURY” draws on the depths of imagination each year to create delightful surprises and unique experiences for the enjoyment of guests. At the party on November 18, a “spaceship” landed in the shopping center’s atrium and a magnificent opening show featuring a surreal space walk kicked-off the evening’s program. As night fell, the all-rounded musician Henry Lau lit up the stage with his charismatic personality and glittering outfit; the leading-edge singer-songwriter and actor Wang Ziyi made a spectacular entrance on a fantastical ship of the future, taking guests on a tour around the universe.



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Leading-edge singer-songwriter and actor Wang Ziyi made a spectacular entrance on a fantastical ship of the future, taking guests on a tour around the universe

The excitement spilled well beyond the stage. Well-known brands had invited their celebrity friends and ambassadors to revel in the “HOME TO LUXURY” festivities. Famous faces gracing the event with their presence included Tan Zhuo, China art ambassador for Italian luxury brand Fendi and Esther Yu, ambassador for luxury Swiss jeweler Piaget’s Possession collection. High-end Italian fashion brand Loro Piana invited actor Qiao Xin as their special guest while Daniel Zhou, a member of the multi-national boy group INTO1, attended as a special guest of Italian jewelry brand Pomellato.



Tan Zhuo, China art ambassador for Italian luxury brand Fendi, attended the event



Esther Yu, ambassador for luxury Swiss jeweler Piaget's Possession collection, made presence



High-end Italian fashion brand Loro Piana invited actor Qiao Xin as their special guest



Daniel Zhou, a member of the multi-national boy group INTO1, attended as a special guest of Italian jewelry brand Pomellato

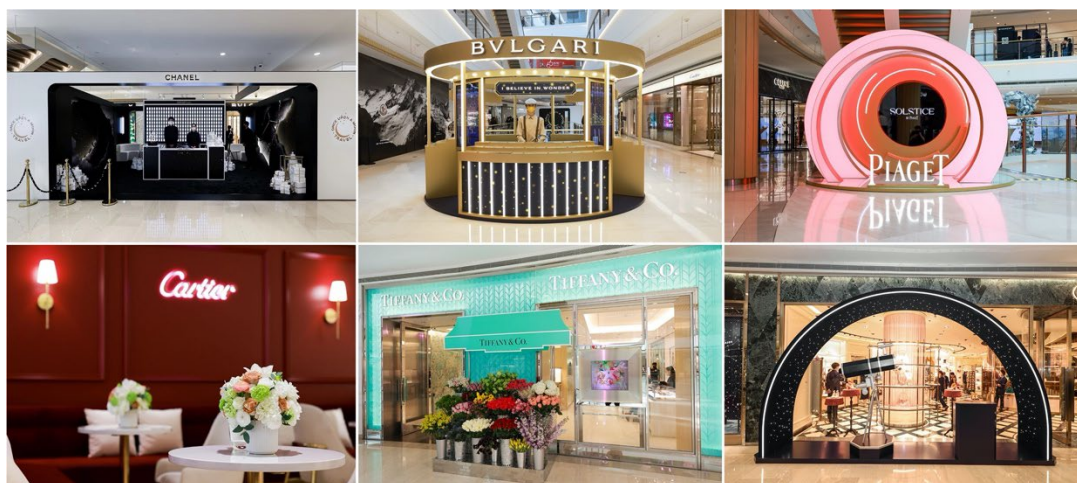
Customer-centric, exciting, interactive experiences

“Cruise to the future” is the inspiration and theme of this year’s “HOME TO LUXURY” party. It invites guests to embark on an immersive journey into the future to experience the amazing universe. Interesting and interactive installations decked each floor of the shopping mall to enrich the overall atmosphere. Guests could play the “Whack-A-Seahorse” to win surprise gifts or generate unique avatars for the future using the virtual camera; at the fantasy pearl fishing machine, guests picked up pearls to win a lucky draw chance; a giant lucky spin wheel and a fun mystery box all added to the infinite fun and surprises.



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In addition, a number of renowned international brands produced their own interactive installations to echo the theme of the party, offering guests fun opportunities to win surprise gifts and exclusive privileges. Guests could also partake of more than 150 exclusive, first-release and limited-edition spotlight items in the stores of different brands, enjoying an all-rounded shopping experience. The surprises did not stop there. On November 18, Plaza 66, Shanghai offered HOUSE 66 members triple reward points for on-site purchases. Those shopping on November 19 to 20 enjoyed double bonus points. From November 18 to 27, there will be a limited-time offer of select rewards for new members joining HOUSE 66.



A number of renowned international brands produced their own interactive installations, enriching the shopping experience

Upholding Hang Lung’s enduring “Customer Centricity” philosophy, this year’s “HOME TO LUXURY” party veered from past tradition to span over three exciting days, giving more consumers the chance to participate in the premier, luxury fashion event. The excitement continued on November 19 and 20, with models on roller skates gliding around the shopping mall to leave guests with memorable moments; lively DJs joined the fun to further ignite the atmosphere; while numerous rest stations cum photo spots beckoned for guests to enjoy visions of the sun, moon and stars.

Setting trends, breaking through on social

As a leader and trend-setter in the high-end fashion and real estate industries, Plaza 66, Shanghai understands the influencing power of the new generation of young customers. As such, it extended special invitations to a number of fashionistas to join the lively “HOME TO LUXURY” party. Supermodel Cici Xiang, and fashion influencers such as Fil Xiaobai, Saisai, Winnie, Ye Zhizhou, Lionel Lee, Constance Liu and more went all out to spread the fun through live streaming, vlogs and posts via RED, Weibo, Douyin and other social platforms. As a result, an even wider audience shared in the colorful moments of the mega event.



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This year, Plaza 66, Shanghai continued to seek breakthroughs and innovations. Invitations to the “HOME TO LUXURY” party were sent out in the form of an H5 game, giving it a futuristic-feel. Invited guests could collect virtual fashion items to obtain game points and complete their registration, creating an exclusive experience while adding to the party atmosphere.

The sixth "HOME TO LUXURY" party drew to a successful close after taking guests on a journey to the future. Once again, Plaza 66, Shanghai has reinforced its positioning as a high-end shopping mall with Customer Centricity at its heart, and will look to the bright future to continue setting fashionable lifestyle trends while creating unique experiences for customers.

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About Hang Lung Properties

Hang Lung Properties Limited (SEHK stock code: 00101) creates compelling spaces that enrich lives. Headquartered in Hong Kong, Hang Lung Properties develops and manages a diversified portfolio of world-class properties in Hong Kong and the nine Mainland cities of Shanghai, Shenyang, Jinan, Wuxi, Tianjin, Dalian, Kunming, Wuhan and Hangzhou. With its luxury positioning under the “66” brand, the company’ s Mainland portfolio has established its leading position as the “Pulse of the City” . Hang Lung Properties is recognized for leading the way in enhanced sustainability initiatives in real estate as it pursues sustainable growth by connecting customers and communities.

At Hang Lung Properties – **We Do It Well.**

For more information, please visit www.hanglung.com.

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