

For Immediate Release

**“Journey of Flavours” at Fashion Walk
Rewards Diners with Cash Vouchers and Prizes as They
Experience a Fantastic Culinary Trail**

(Hong Kong, August 19, 2014) Fashion Walk, a distinctive lifestyle shopping and culinary destination of Hang Lung Properties in Causeway Bay, is home to an array of restaurants featuring delicious cuisine from around the world. This summer, Fashion Walk is hosting a “Journey of Flavours” promotion that will reward diners with cash vouchers and prizes when they spend at any of Fashion Walk's 23 restaurants.

From today until September 30, customers will receive one stamp for every HK\$100 spent at designated food & beverage outlets in Fashion Walk, Food Street or Hang Lung Centre. By accumulating stamps and showing the accompanying receipts, customers will be able to redeem them for cash vouchers worth up to HK\$500. Diners who make payments with a UnionPay credit card are eligible for further special treats. For details, please refer to the in-mall posters.

Diners can also earn extra stamps by uploading their fun food-related photos to Instagram, using the tags #hkfashionwalk, @HKFWFOOD and # (restaurant name) to receive a bonus stamp for the “Journey of Flavours” promotion.

To help customers organize dinner bookings and gatherings, Fashion Walk is offering the first online Gourmet Concierge in Hong Kong during the promotion period. Diners simply need to log on to the Fashion Walk Gourmet website (<http://taste.fashionwalk.com.hk>), enter information about their dinner party size, type of gathering and preferred cuisine, and Fashion Walk will shortlist the best options possible as well as arrange table reservations and potentially provide special privileges.

Various new restaurants have opened in Fashion Walk recently, including the first and only simplylife with al fresco dining, the Hong Kong-style eatery GUM “Jeng” in the GUMGUMGUM lifestyle store and the Vietnamese-Thai fusion noodle joint MINH & KOK. Moreover, some new retail stores in Fashion Walk, including droog and Lusso Brillante, offer an exclusive gourmet experience, allowing customers to enjoy dessert, high tea or coffee while they shop.

About Fashion Walk

Located in vibrant Causeway Bay, Fashion Walk brings customers a brand new lifestyle shopping destination for fashion lovers and trendsetters. 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 Gourmet website (<http://taste.fashionwalk.com.hk>)

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

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

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.

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Event Poster 1:

FASHION WALK | 名店坊 taste.fashionwalk.com.hk

Journey of Flavours

21.7.2014 - 30.9.2014
Mon to Fri 逢星期一至五

Explore the fantastic culinary trail of Fashion Walk and be rewarded with great offers and prizes! Payment with UnionPay cards will get a special treat.

享受名店坊為你帶來的精彩美食之旅，同時獲享豐富禮品。使用銀聯卡消費更可享升級禮遇。

Taste Gourmet Dishes & Win Prizes

Mechanics: Single spending of HK\$100 or above at designated F&B outlets to receive ONE stamp, accumulate stamps to redeem gifts.

參加方法: 在指定食肆單一消費滿HK\$100或以上，便可獲印章一個。集齊印章可換領以下禮品。

	Gifts 禮品	Upgrade Gifts for Union Pay Cardholders 銀聯卡升級禮遇
5 stamps 個印章	Starbucks Coffee Coupon & food coupon 星巴克咖啡禮券及食物優惠券	1 pc of Pacific Coffee Emporium HK\$50 Voucher Pacific Coffee Emporium HK\$50 現金禮券1張
10 stamps 個印章	Limited Edition Tote Bag 限量版手提袋乙個	1 pc of I.T or Francfranc HK\$100 voucher I.T 或 Francfranc 港幣100元現金禮券1張
15 stamps 個印章	Lusso Brillante HK\$500 voucher or FREE Lunch For Two Lusso Brillante 港幣500元現金禮券或免費二人午餐	4 pcs of Pacific Coffee Emporium, 1 pc of I.T and 1 pc of Francfranc vouchers. Valued at HK\$400 in total. Pacific Coffee Emporium 現金禮券4張、I.T 及 Francfranc 現金禮券各1張。總值港幣400元正

美味廚

flame

Gin Weng

Hana

ISLAND SEAFOOD

LE GRAND POKKA CAFE

喜喜冰室

MINH & KOK

MR. STEAK

MR. STEAK

大馬王將

PACIFIC COFFEE EMPORIUM

Espresso

千兩

simplylife

Starbucks

離れ

Red

Terms and Conditions

- Each stamp card can be used to redeem ONE gift only and the redeemed card will be collected after gift redemption.
- Pacific Coffee Emporium I.T. Francfranc vouchers can only be used at Fashion Walk only and payment on top of the voucher value should be settled with UnionPay card.
- Each F&B outlet can only be redeemed one set of stamps (China UnionPay, Instagram and Normal Stamp one each).
- Hong Lung Real Estate Agency Limited and China UnionPay Hong Kong Branch ("China UnionPay Hong Kong") reserve the right to cancel the promotional event or amend these terms and conditions without prior notice. All questions and/or disputes shall be resolved by Hong Lung Real Estate Agency Limited with absolute discretion.
- For detailed terms & conditions, please refer to taste.fashionwalk.com.hk.

• 每張印章卡只可兌換禮品一份，Fashion Walk 活動期間換領禮品後印章卡將被收回。
 • Pacific Coffee / I.T / Francfranc 優惠券只可在 Fashion Walk 內使用，換領禮品時須另付現金。
 • 香港恒隆地產有限公司及中國銀聯香港分公司(中國銀聯香港)保留隨時取消或更改此項活動的權利，而此等更改或取消，恕不作另行通知，但恒隆地產有限公司與中國銀聯香港分公司將竭誠協助。
 • 詳情請參閱及聯絡查詢 taste.fashionwalk.com.hk。

Event Poster 2:

FASHION WALK | 名店坊 taste.fashionwalk.com.hk

Journey of Flavours

21.7.2014 – 30.9.2014
Mon to Fri 逢星期一至五



Instagram Fun #HKFWFOOD

Taste your way around Fashion Walk and enjoy bonus stamps through INSTAGRAM! Want to earn free gifts faster? Look out for our display card on tables of participating restaurants, upload your fun foodie photos on INSTAGRAM, #hkffashionwalk, #hkffwfood and #(restaurant name) and receive a bonus stamp for our Journey of Flavours promotion.

▶ **Maximum 4 extra stamps for each card.** ◀

來名店坊品嚐美食之餘，記得上載美食照片到Instagram獲享額外印章贏獎品！想更快換取禮品？只須用手機拍下你在參與餐廳的美味時刻，把照片標註#hkffashionwalk、#hkffwfood及#(餐廳名稱)上載至Instagram，便可得到Journey of Flavours額外印章乙個。

▶ 每張卡最多可獲4個Instagram印章。◀





Gourmet Concierge

Want to plan a party? Let our team do all the work. Simply visit taste.fashionwalk.com.hk and tell us your dinner party size, type of gathering and preferred cuisine and we will shortlist the best options for you. We can also help with table reservations and potentially provide special privileges.

正在安排派對聚會嗎？讓我們的禮賓團隊為你效勞吧！只要登入 taste.fashionwalk.com.hk 告訴我們你的聚會人數、聚會形式及心儀菜色，我們便會為你打點一切：包括為你預訂場地及安排貼心服務。



























[illegible]

Appendix 2: Gift Redemption Details

Each stamp card can be used to redeem one gift only.

Number of Stamps Required	Gifts	Upgrade Gifts for China UnionPay Cardholders[^]
5 Stamps	Starbucks Coffee coupon and food coupon*	One Pacific Coffee Emporium HK\$50 voucher
10 Stamps	Limited edition tote bag	One I.T or Francfranc HK\$100 voucher
15 Stamps	Lusso Brillante HK\$500 voucher or a FREE set lunch for two	Four Pacific Coffee Emporium HK\$50 vouchers, one I.T HK\$100 voucher and one Francfranc HK\$100 voucher (valued at HK\$400 in total)

* The Starbucks Coffee coupon is good for one handcrafted drink at any Starbucks store in Hong Kong. The food coupon offers a discount at one of the selected food & beverage outlets in Fashion Walk.

[^] Applicable to all cardholders of UnionPay credit and ATM cards whose card numbers start with 62 and are imprinted with the UnionPay logo. RMB cards issued by specific Hong Kong and Macau card issuing institutions are not eligible for this promotion. The qualified transaction must be settled via the UnionPay network.

Appendix 3: Newly Opened Restaurants and Stores at Fashion Walk

Restaurant/store and location	Description
simplylife – Food Street	As the first simplylife store in Causeway Bay, the restaurant welcomes diners with a modern yet relaxed atmosphere, while the patio further captures the breeziness of a European roadside café. Serving freshly baked handmade European-style breads, pastries and simple eats, Fashion Walk's simplylife has the unique distinction of being the only simplylife with al fresco dining. The opening menu starts at HK\$92 and the tea set starts from HK\$45 only.
Gum “Jeng” – Cleveland Street	Gum “Jeng” opened in mid-June, enticing local and international guests with real Hong Kong-style street snacks. A particular highlight is the celebrities' and trendsetters' favorite – “Dog Style” noodle.
MINH & KOK – Food Street	Another great addition to Food Street is the noodle joint MINH & KOK. Capturing the essence of Ho Chi Minh City and Bangkok street-style food, it is a perfect blend of Thai and Vietnamese cuisine. Served in a cozy Southeast Asian atmosphere, it

	incorporates the concept of noodle stalls prevalent among Vietnamese and Thai markets, with lots of traditional wood and rattan design and a casual patio. MINH & KOK offers special desserts, including Viet Crème Caramel, Sweet Sticky Rice with Mango, Young Coconut Jelly as well as fruit sorbet starting from HK\$28. It is another great place for an after-dinner dessert.
droog – Cleveland Street	droog is a Dutch word meaning "dry". The brand's designs are best known for their beauty, simplicity, playfulness and the meanings behind them. Each product tells a story of its own and inspires people to look at things differently.
Lusso Brillante – Cleveland Street	Lusso Brillante is a European luxury fashion store offering various international fashion brands. The store aims to offer customers a high living standard and deluxe shopping experience. The coffee corner in the store lets shoppers enjoy a free cup of coffee while they shop.