



For Immediate Release

Fashion Walk King of Sports Summer Festival

Collaboration with British Illustrator Stephen Cheetham and adidas for World Cup Fun

(Hong Kong, June 13, 2018) With both the World Cup and Asian Games to look forward to this summer, Fashion Walk, home to more than 10 sportswear brands, is thrilled to launch the King of Sports Summer Festival from June 14 now till July 15. Fashion Walk has invited the renowned and humorous British illustrator, Stephen Cheetham, to use the theme to create the most attractive summer decoration in town. In addition, Fashion Walk and adidas are presenting the exclusive Fashion Walk X adidas Ultimate Football giant gashapon machine, to give customers the chance to win free adidas products such as adidas FIFA World Cup official match balls and football shoes.

To celebrate the launch of King of Sports Summer Festival and kick-off of World Cup tomorrow, Fashion Walk today hosted a kick-off event with guests of honor Arthur Nory Oyakawa Mariano (Arthur Nory), Brazilian gymnast and Olympic medalist; Sisley Choi, former Miss Hong Kong; Ms. Bella Chhoa, Director – Leasing & Management, Ms. Linda Chan, Director – Central Marketing and Ms. Katherine Lo, General Manager – Leasing & Management of Hang Lung Properties. Celebrities Ashley Lam, the daughter of the famous artiste Mimi Kung, and local gymnast Kelvin also joined the kick-off today to experience the fun of the themed program.

Stephen Cheetham, an illustrator for numerous popular sport brands, has created an unusual decoration for Fashion Walk this summer. His art combines sports with the routines of daily life to convey the message that anyone with the determination can become a “King of Sports”. An athlete bouncing a football while eating noodles, a runner jogging alongside his dog, a roller-skater practicing with headphones and a selfie stick – all these images and more feature at the atrium of Fashion Walk’s main block and along Paterson Street, Kingston Street and Food Street. With colorful LED lights, the giant “King of Sports” art exhibit on Paterson Street promises to be a busy check-in spot. Customers who follow Fashion Walk on Instagram (@hkfashionwalk) can post pictures of themselves with any of the “King of Sports” exhibits with the hashtag #kingofsports and #hkfashionwalk to receive special gifts or offers. With spending at designated shops at Fashion Walk, customers can also redeem Fashion Walk X Stephen Cheetham limited-edition umbrellas, or Fashion Walk X Reebok dumbbell-shaped water bottles, among other gifts.

During the event, Fashion Walk and adidas, official partner of 2018 FIFA World Cup, is also hosting the “Fashion Walk X Adidas Create the Pitch World Cup Carnival”. Electronic football

games will be installed in Paterson Street for customers to challenge their shooting and heading skills. The site also offers a photo zone for customers to make their own gifs with lively poses to share with their friends. Besides testing their footballing talents, customers can spend the weekends and public holidays enjoying street parades and cheerleading performances as Fashion Walk brings the euphoric energy of the World Cup to the heart of Causeway Bay.

In another exciting collaboration with adidas, Fashion Walk has prepared a special surprise for customers in the form of the “Fashion Walk X adidas Ultimate Football” giant gashapon machine. Customers can earn points by completing challenges in an electronic football game. Every 18,000 points grants a turn on the gashapon machine, with the chance of winning adidas products. For details about the event and gift redemption details, please refer to the appendix.

About Fashion Walk

In a unique fusion of indoor and outdoor elements at the heart of Causeway Bay, embracing three vibrant streets – Paterson, Kingston and Food Street – Fashion Walk is a 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, allowing connoisseurs of style to discover popular international brands and rising stars. More and more cutting-edge designers and labels are opening their flagship and concept stores here, including the first adidas Sports Performance Flagship Store and Fitness Hub in the city, Asia’s largest H&M flagship store, the first overseas store of Japanese fashion retailer STUDIOUS, the first Hong Kong boutique of French fashion brand AMI, and the first Hong Kong Brand Center of Onitsuka Tiger, together with designer labels such as OFF-WHITE, MSGM, Mastermind World, and Y’s, and a diverse array of culinary delights at Food Street, making Fashion Walk the home of 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.

Please visit :

- Website : www.fashionwalk.com.hk
- Facebook : www.facebook.com/HK.FashionWalk
- Weibo : weibo.com/hkfashionwalk
- Instagram : instagram.com/hkfashionwalk
- Youtube : www.youtube.com/user/hkfashionwalk

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Photo Caption (1)



Brazilian gymnast and Olympic medalist Arthur Nory (2nd from left); former Miss Hong Kong Sisley Choi (2nd from right); Ms. Bella Chhoa (centre), Director – Leasing & Management, Ms. Linda Chan (1st from left), Director – Central Marketing and Ms. Katherine Lo (1st from right), General Manager – Leasing & Management of Hang Lung Properties officiate at the King of Sports Summer Festival kick-off event to unveil the most attractive summer decoration in town.

Photo Caption (2)



To celebrate the World Cup, Fashion Walk has invited the humorous British illustrator Stephen Cheetham to design a series of colorful decorations with the theme “King of Sports”.

Photo Caption (3)



The “Fashion Walk X adidas Ultimate Football” giant gashapon machine is installed in the Atrium of Fashion Walk. Customers who earn enough points from the adidas electronic football games can redeem a go on the machine.

Photo Caption (4)



Fashion Walk is presenting two adidas football games at Paterson Street: the shooting challenge and the header challenge, to test customers’ footballing talents.

Photo caption (5)



Customers who spend a designated amount at Fashion Walk can redeem Fashion Walk X Stephen Cheetham trendy summer gifts.

Images of high resolution for download:

https://www.dropbox.com/sh/vtwvbybbowhfup3/AABFhCm8Vv092QIx62GP_1WTa?dl=0

Appendix

Fashion Walk X adidas Create Your Pitch World Cup Carnival	Date: June 14 to July 15, 2018 Time: 12nn – 10pm Venue: Atrium of Fashion Walk and along Paterson Street, Kingston Street and Food Street
“Fashion Walk X adidas Ultimate Football” Giant Gashapon Machine	Date: June 14 to July 15, 2018 Time: 12nn – 10pm Venue: Atrium, Fashion Walk Details: Customers can earn points by completing challenges in an electronic football game. Every 18,000 points grants a turn on the gashapon machine, with the chance of winning adidas products including adidas FIFA World Cup official match balls, football shoes, Top Glider footballs, and Federation football jerseys! Gifts are limited and dispensed on a random, first-come-first-served basis, while stocks last.
adidas Interactive Football Games	Date: June 14 to July 15, 2018 Time: 12nn – 10pm Venue: Paterson Street , Fashion Walk Details: In the shooting challenge, players shoot at various targets to earn points in a limited time. In the header challenge, players score by heading the ball into targets. Both challenges require refined football skills to win. Don't miss the chance to show off! The site also offers a photo zone record cool gifs as a memento!
FIFA World Cup Carnival Street Parades	Date: June 16, 17, 30; July 1, 14 and 15 Time: 3 - 4pm; 6 - 7pm Venue: Around Fashion Walk Details: adidas will launch World Cup-themed street parades on three weekends, with drummers, stilted acrobatics, football juggling, footballing rope-skippers and flash mob dances. Face painting artists will complete the World Cup carnival atmosphere helping visitors to paint their favorite team flags on their faces.
Football x Cheerleading Team Performance	Date: June 23, 24 and July 7 Time: 2pm Venue: Atrium, Fashion Walk Details: Cheerleading teams will ignite the crowds in support of their favorite teams with breathtaking moves and stunning routines.

Fashion Walk X Stephen Cheetham Limited-edition Gifts and Shop Offers

Date: June 13 to July 15, 2018

Time: 11am – 10:30pm

Venue: G/F, Concierge of Fashion Walk

Details: Customers spending the designated amounts at Fashion Walk can redeem the limited-edition Fashion Walk X Stephen Cheetham stylish summer gifts or exclusive retailer offers.

<u>Spending Amount</u>	<u>Gifts</u>
HK\$ 1,000 – HK\$3,999	A Fashion Walk X adidas summer gift set or A CANVAS sunscreen gift set
HK4,000 – HK\$7,999	A Fashion Walk X Reebok dumbbell-shaped water bottle and a Fashion Walk HK\$100 retailer cash coupon <i>(Coupons are distributed on random basis from different Fashion Walk retailers)</i>
HK\$8,000 or above	A Fashion Walk X Stephen Cheetham limited-edition “King of Sports” umbrella

- Gifts and offers are limited and available on a first-come-first-served basis, while stocks last.
- Terms and conditions apply. For details, please contact our Concierge or refer to www.fashionwalk.com.hk and in-mall promotional posters.
- In case of any dispute, Hang Lung Real Estate Agency Limited (“Hang Lung”) reserves the right of final decision.
- Hang Lung reserves the right to change the Terms and Conditions without prior notice.