



For Immediate Release

Fashion Walk Presents Halloween Styloween 2016 Twisted Fairy Tales *Mysterious Pandora's Box Catapults City into Halloween Celebrations*

(Hong Kong, October 13, 2016) This Halloween, drawing inspiration from mythology, Causeway Bay's Fashion Walk is bringing an experience of mystery and fantasy to Hong Kong with its annual Halloween Styloween 2016 Twisted Fairy Tales. The excitement culminates on October 28, when the annual spectacular Styloween parade will make its grand entrance at Fashion Walk. An awesome power will be unleashed from the Pandora's Box, where a four-meter tree spirit leading various twisted fairy tale characters – the bizarre Mad Hatter, the alluring Maleficent, and the haughty Snow Queen alongside others escaping from the shackles of Pandora's Box – will be unraveled, invading Great George Street, Paterson Street, Kingston Street, and Cleveland Street. This parade will also break into Food Street during the Halloween Party jointly organized by Fashion Walk and Time Out Hong Kong, to bring everyone's excitement to the next level!

From now until October 31, visitors can create their personalized Halloween look at the Mysterious Mirror at ground floor at Fashion Walk's Main Block free of charge. Utilizing the latest face detection technology, customers can choose various makeovers and instantaneously transform themselves into a "Classy Dracula", "Sassy Zombie" or "Racy Red Riding Hood". Moreover, in collaboration with UBER, the ride sharing partner, upon experiencing the transformation at the Mysterious Mirror, new registered users of UBER can enjoy HK\$75 off on their first ride by entering the promotion code "STYLOWEEN16".

What's more, customers at Fashion Walk spending HK\$1,000 or above (subject to a maximum accumulation of three same-date machine-printed electronic payment receipts) – can participate in a lucky draw to win exquisite gifts. Fashion Walk is also rolling out its "Haunted Tuesday" promotion, during which shoppers can enjoy a range of discounts and offers at designated merchants on Food Street. To get into the spirit of Halloween, various restaurants on Food Street will be launching Halloween menus for a limited period of time. Trendsetters are welcome to come and experience the vibrancy of Hong Kong's centre of style and enjoy a frightfully fabulous Halloween!

For more program details, please refer to the appendix.

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 the 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 for hipsters and trendsetters, allowing them to discover popular international brands and rising stars. More and more cutting-edge concept stores and brands are opening their flagship stores here, include the firstly entered Y's and ZUCCa and the first Asian Brand Center of Fjällräven, together with the diversified choices of cuisines at Food Street, making Fashion Walk the home to Fashion Intelligence, the coming together of ideas and insights.

For further information, please visit:

Website : www.fashionwalk.com.hk
Facebook : www.facebook.com/HK.FashionWalk
Sina Weibo : weibo.com/hkfashionwalk
Instagram : instagram.com/hkfashionwalk
YouTube : www.youtube.com/user/hkfashionwalk
WeChat : id= hkfashionwalk

Media contact:

Cheung Ka Wing
Assistant Manager
Corporate Communications
(852) 2879-0360
WingKWCheung@HangLung.com

Sharon Cheung
Senior Officer
Corporate Communications
(852) 2879-6281
SharonCheung@HangLung.com

Photo Caption (1)



As the mysterious power in the Pandora's box gets unleashed, a four-meter tall tree spirit is unravelled in Fashion Walk!

Photo Caption (2)



Customers can take funny photos with ground paintings at Paterson Street.

Photo Caption (3)



During the Halloween celebrations at Fashion walk, shoppers spending HK\$1,000 or above – subject to a maximum accumulation of three same-date machine-printed electronic payment receipts – can participate in the lucky draw to win exquisite gifts.





More photos of the program are available for downloading from the below link:


<https://www.dropbox.com/sh/uywjpajgaq1uiq6/AADCsoF-drobCfaR0cdUDKGya?dl=0>

Appendix : List of Activities of Halloween Styloween 2016 Twisted Fairy Tales

<p>Mysterious Mirror</p>	<p>Date: From today till October 31, 2016 Time: 10am – 11pm Location: Ground floor at Fashion Walk’s Main Block (near concierge) Details: Utilizing the latest face detection technology, customers can choose various makeovers and instantaneously transform themselves into "Classy Dracula", "Sassy Zombie" or "Racy Red Riding Hood".</p>
<p>Haunted Tuesday</p>	<p>Date: From today till October 31 (Every Tuesday) Location: Designated merchants at Food Street at Fashion Walk Details: Shoppers can enjoy a range of discounts and offers from designated merchants on Food Street. For details, please refer to Fashion Walk’s website: http://fashionwalk.com.hk/en/happenings?id=48</p>
<p>Styloween Parade</p>	<p>Date: October 28, 2016 (Friday) Time: Session 1 - 7:30pm; Session 2 - 9pm Location: Great George Street, Paterson Street, Kingston Street, and Food Street, Fashion Walk</p>
<p>Halloween Party</p>	<p>Date: October 28, 2016 (Friday) Time: 8 – 10pm Location: Food Street, Fashion Walk Details: From today, customers can register at www.timeout.com/styloween to participate in the Halloween Party for a night to remember, filled with various interactive games including The Apple Factory, a Tarot fortune teller, and the opportunity to capture happy memories at our photo-booths, among others. Various restaurants at Food Street will also be selling festive snacks. Quotas apply and activities are available on first-come-first-served basis.</p>

Limited Edition Halloween Menu at Fashion Walk's Food Street

Restaurant:	BurgeRoom	
Dish (Price):	Evil Burger (HK\$110)	
Available Date:	From now until Oct 31, 2016	
Address:	Shop D, G/F, 50-56 Paterson Street, Fashion Walk	
Restaurant:	Coast Seafood & Grill	
Dish (Price):	Witch Wings With Blood sauce (HK\$85) Bloody Eye Ball (HK\$85) Special Cookies will be given to customers who say "Trick or Treat" during dinner time on Oct 28 & 29, 2016. Free Cold Tomato Soup will be served at the entrance of the restaurant on Oct 28, 2016.	
Available Date:	From now until Oct 31, 2016	
Address:	Shops C&D, G/F, 9-11 Cleveland Street, Fashion Walk	
Restaurant:	Elephant Grounds	
Dish (Price):	Gremlin Greed (HK\$68)	
Available Date:	Oct 28-31, 2016	
Address:	Shop C, G/F, 42-48 Paterson Street, Fashion Walk	
Restaurant:	Marbling by Mr. Steak	
Dish (Price):	Halloween Dinner Set (HK\$288) Appetizer: Monster Eye Caprese Salad, Witches' Pumpkin Bisque Main Course(choose 1 from 3): Pan-Grilled French Cod Fillet; or Tender Pork London Broil; or Creekstone Angus Ribeye Diable (+ HK\$30) Dessert: Brainy Panna Cotta With Mixed Fresh Berry Drink: Bloody Mary	
Available Date:	Oct 18, 25-31,2016	
Address:	Shop C, G/F, 5-7 Cleveland Street, Fashion Walk	

Restaurant:	Wildfire+	
Dish (Price):	Salad : Bury Me (HK\$88) Main Dish : Warm Coffin (HK\$148) Drink : Frankie Kiss (HK\$88)	
Available Date:	From now until Oct 31, 2016	
Address:	Shop C&D, G/F, 59-65 Paterson Street, Fashion Walk	

Terms and Conditions:

- Activities are subject to change without prior notice.
- Limited edition Halloween menu offers are subject to terms and conditions of respective merchants.
- In case of any dispute, Hang Lung Real Estate Agency Limited reserves the right of final decision.