



For Immediate Release

Kaleidoscopic King Colors Fashion Walk for CNY *Thai Graffiti King Rukkit's Debut Exhibition in Hong Kong*

(Hong Kong, January 17, 2018) While Kingston (9 Kingston Street) at Fashion Walk is celebrating the arrival of more than 10 new exclusive fashion brands, international houseware shops, and signature restaurants, Fashion Walk has further strengthened its leading position as Hong Kong's city of style for trendsetters. Constantly seeking to broaden the horizons of a lifestyle lived on the cutting-edge, Fashion Walk has invited Rukkit Kuanhawate, a contemporary artist and graffiti king from Thailand, to hold his debut exhibition in Hong Kong in celebration of the Lunar New Year. Royally inspired by the "King" in "Kingston" and by the king of beasts, the lion, whose dance is such an iconic part of every Chinese New Year celebration, Rukkit decided to decorate the city of style with "Kaleidoscopic King Colors Fashion Walk for CNY". Rukkit has also collaborated with local lion dance costume maker to craft Hong Kong's first ever graffiti-style lion head as an auspicious welcome to the much-loved labels that have made their home at Kingston. With promotions and discounts abound, customers need only capture the "King" logo of designated brands at Fashion Walk to receive exclusive offers from designated stores. Patrons will also have the chance to redeem exclusive, limited-edition Rukkit souvenirs and stylish King folders after enjoying a day of shopping.

To celebrate the birth of a new image for Kingston, Fashion Walk hosted the "Kingston Grand Launch Celebration Party" today with guests of honor Celine Farach, international rising star from Miami; Elva Ni, famous Hong Kong Instagrammer; Mr. Philip Chen, Chief Executive Officer and Mr. Norman Chan, Executive Director of Hang Lung Properties. Over a hundred KOLs, including Brazilian model Bruna G Marth, Taiwanese actress Ann Hong, former Miss Hong Kong Ada Pong, fashion stylist Mayao Ma, and local artistes Anita Chui, Carlos Chan, and Hedwig Tam, also joined to witness the auspicious start to the array of Chinese New Year activities presented by Fashion Walk.

From now till March 4, Rukkit's artwork will bring a splash of New Year color to the atrium of Fashion Walk, Paterson Street, Kingston Street, and Food Street, transforming Fashion Walk into a one-of-a-kind street art exhibition for Chinese New Year. Incorporating graffiti into a large-scale sculpture and two-dimensional designs, Rukkit is excited to present groundbreaking lion-inspired works of art in bright colors to Fashion Walk. The giant graffiti lion sculpture is a collage of geometric designs, reflecting Fashion Walk's iconic street layout. The unique design in each shape is inspired by varied cultural elements including Thai, Western, Japanese and Chinese motifs. The mix of splendid colors represents the plethora

of international brands at Kingston, while the vivid hues and dazzling lights witness the historic birth of the lion that sets fashion trends! The 2,000-square-foot brand new Pop-up Gallery in Kingston will host Rukkit's debut exhibition in Hong Kong, the "Rukkit Kuanhawate Street Art Exhibition", which will showcase more than 20 graffiti art works featuring fascinating animals from birds and beasts to insects and fish. Unveiling the creative secrets behind his graffiti art, Rukkit is also collaborating with two local budding graffiti artists, Devil, who has sprayed the iron gates for few old local shops, and stylist inkjet painter Hayze, in the on-the-spot creation of a three-meter tall mural at Fashion Walk's Food Street Artlane, which will certainly inspire the audience with how arts and culture can bring insights to everyday life.

Fashion Walk is a longtime supporter of exchange in culture and arts. For this occasion, Fashion Walk has especially arranged the collaboration between Rukkit and local lion dance costume maker, Master Hung, to craft Hong Kong's first ever graffiti-style lion head, blending Chinese cultural elements and street art. Aiming to be true to Rukkit's design concept, Master Hung has crafted patterns using digital printing technology to ensure that the lion will be covered in vivid colors from head to toe. Pop art will revitalize traditional craftsmanship, creating an exciting new image for the lion dance, just like the reinvigorated Kingston – full of energy! Apart from being showcased at the exhibition, the unique artefact will make its debut in a parade, "Kingston at Fashion Walk: Leap for Street Art" on February 11 (Saturday), that will immerse visitors in a mind-blowing festive celebration of the Lunar New Year with the beats and rhythms of a contemporary, hip-hop lion dance troupe.

Kingston at Fashion Walk is also pleased to present a whole host of shopping rewards to celebrate the start of the Year of the Dog. A digital device installed in the atrium of Fashion Walk will project "King" logo of designated brands at random intervals. Customers can redeem special gift, King folder or shopping privilege from concierge or the designated brands by capturing the moment with the logo appearance using mobile phone camera. In celebration of the Year of the Dog, Fashion Walk has invited Rukkit to design exclusive Fashion Walk x Rukkit King-themed souvenirs featuring different types of dogs and the lion king. Upon spending a designated amount, customers can receive exclusive Chinese New Year souvenirs, gifts, or coupons from various stores. For more details of the program and gift redemption, 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. Fashion Walk was also named “Hong Kong’s Smart Fashion Destination” by *USA Today* in July 2015.

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

About Rukkit Kuanhawate

Born in 1978, Thai street artist Rukkit Kuanhawate graduated with a bachelor’s degree in Art Education from Chulalongkorn University, Thailand. He started street painting in 2011. His one-of-a-kind painting style is witnessed in the themes of his works, which mostly centre on animals, human portraits, and geometric patterns with vibrant colours. His art work has been presented in various locations around the globe including Korea, Japan, Hong Kong, Dubai, Taiwan, and Thailand. Rukkit has had a number of successful crossover projects with brands including Nike, Casio G Shock, Toyota, Tiger Beer, Absolut Vodka, Lacoste Live, Be@rbrick Medicom Toy, CentralWorld, and Siam Center.

About Master Hung (Hui Ka Hung)

Hui Ka Hung, 38, is the youngest lion dance costume maker in Hong Kong. Master Hung has over 30 years of experience in the craft of lion dance costume creation and has earned numerous awards. He began at the age of six, and successfully created his first lion head at 12. He later founded “Hung C Lau Ltd”. He believes that lion dance costume craft is a form of art, and is enthusiastic to incorporate creative elements to revitalize this form of Chinese tradition. In his groundbreaking designs, he uses bold colours such as shocking pink and baby blue, and unconventional fabrics such as denim and crystal beads. He has even crafted an American Captain-themed lion head.

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Photo Caption (1)



International rising star from Miami Celine Farach (1st from right); famous Hong Kong Instagrammer Elva Ni (1st from left); Mr. Philip Chen (2nd from right), Chief Executive Officer and Mr. Norman Chan (2nd from left), Executive Director of Hang Lung Properties officiate at the Kingston Grand Launch Celebration Party to unveil the new look of Kingston.

Photo Caption (2)



Incorporating graffiti into a large-scale sculpture and two-dimensional design, Rukkit is excited to present ground-breaking lion-inspired works of art in bright colors for the “Kaleidoscopic King Colors Fashion Walk for CNY” decorative displays, enriching the festive spirit over Chinese New Year.

Photo Caption (3)



Rukkit is collaborating with local lion dance costume maker, Master Hung (Hui Ka Hung), to craft the first-ever graffiti-style lion head, blending Chinese cultural elements and street art.

Photo caption (4)



Rukkit collaborates with two local budding graffiti artists in the creation of a 3-meter tall mural at Fashion Walk's Food Street Artlane, which will certainly inspire the audience with how arts and culture can bring insights to everyday life.

Photo caption (5)



Fashion Walk has invited Rukkit to design exclusive Fashion Walk x Rukkit King-themed souvenirs to celebrate the Chinese New Year.

Images for download: <http://bit.ly/2CXvEcT>

Rukkit's videos for download: <http://bit.ly/2CMuT2Z>

Appendix: Program Details

Kaleidoscopic King Colors Fashion Walk for CNY – Decorative Displays	Date: January 17 to March 4 Time: 10am to 11pm
Rukkit Kuanhawate Street Art Exhibition	Date: January 17 to March 4 Time: 10am to 11 pm Venue: Pop-up Gallery, 1/F, 9 Kingston Street, Fashion Walk
Kingston at Fashion Walk: Leap for Street Art CNY Parade	Date: February 11 Time: 3pm to 4pm Venue: Fashion Walk, Causeway Bay
Catch the King and Enjoy the Discount	Date: January 17 to March 4 Time: 10am to 11pm Venue: Atrium, Fashion Walk Details: A digital device installed in the atrium of Fashion Walk will project a King logo of designated brands at random intervals. Customers can redeem special gift from concierge or the designated brands, King folder or shopping privilege by capturing the moment with the logo appearance using mobile phone camera.

Gift Redemption and Special Shopping Offers

Date: January 17 to March 4

Time: 11am to 10:30pm

Venue: Concierge, G/F, Fashion Walk

Details: Upon spending a designated amount, customers can redeem exclusive Fashion Walk x Rukkit King-themed souvenirs or special gifts and offers from participating stores by a maximum of three same-day machine-printed electronic receipts.

<u>Spending Amount</u>	<u>Date</u>	<u>Gift</u>
HK\$ 1,000 – HK\$3,799	January 25 to February 15	One set of Fashion Walk X Rukkit “Double Life” Red Packet
	January 17 to 24 & February 16 to March 4	Premium souvenir by Fashion Walk Or Two ticket redemption passes for movie “Agent Mr Chan”

HK\$3,800 – HK\$8,999	January 17 to March 4	One set of Fashion Walk X Mono Mono “King of Fortune” Lucky Bag Or One gift set by Strokes (with craft beer and golf experience voucher)
HK\$9,000 – HK\$15,999	January 17 – March 4	One piece of Fashion Walk x Rukkit King series cushion
HK\$16,000 or above	January 25 to February 15	One set of Fashion Walk x Rukkit “To The Fullest” Premium Red Packet
	January 17 to 24 & February 16 to March 4	Premium gift by Fashion Walk

- * Gift redemption is available on a first-come, first-served basis while daily stocks last.
- * Redemption activities are subject to terms and conditions. Please refer to the promotional materials, Fashion Walk’s official website (www.fashionwalk.com.hk) or in-mall promotion materials for more information.
- * In case of any dispute, Hang Lung Real Estate Agency Limited reserves the right to make all final decisions.
- * The above activities are subject to change without prior notice.