

For Immediate Release

Fashion Walk Invites Shoppers on a Fashion Moon Walk in Celebration of the Mid-Autumn Festival

Illuminating the Evolution of Fashion Trends with a Four-meter Tall Lantern

(Hong Kong, September 12, 2016) The fashion hot spot in Causeway Bay, Fashion Walk, is taking customers on a walk to the moon to celebrate the Mid-Autumn Festival. In a fresh new twist on the traditional themes of this much-loved festival, Fashion Walk's Fashion Moon Walk brings customers a time-warp journey through fashion history, with a huge revolving fashion lantern at the mall's entrance, and Paterson Street transformed into a fashion corridor.

The revolving lantern which greets customers at the entrance of the Main Block from now till September 25 is an illuminating exhibition of 10 iconic fashion pieces featuring a series of Levi's 501A deadstock vintage jeans from the 1960s and a Vivienne Westwood Let it Rock! T-shirt from the 1970s (see appendix for details) along with runway-fresh styles from the hottest fashion brands around the world to bring customers full circle to the top trends that will rule the Autumn/Winter 2016 season.

And fashion meets fun as shoppers are invited to participate in an engaging game to gain access to a range of exciting shopping surprises at Fashion Walk. During the campaign, customers can redeem daily shopping rewards upon required spending at Fashion Walk's Concierge. In addition, with smart phones in-hand, shoppers can snap QR Codes along Paterson Street's fashion corridor to download over 30 tantalizing time-limited offers. Customers are encouraged to visit the corresponding merchant to receive a stamp; with required number of stamps and spending, customers are entitled to receive a fabulous reward.

Meanwhile, Fashion Walk has prepared a flurry of festive treats that will bring Mid-Autumn traditions to life. The first of these – the first-ever Maxim's Mooncake Pop-up Store – offers a true taste of the festival. The mall will also unveil a Light Painting Experience Zone this coming weekend to guarantee a festive shopping experience for everyone. For activity 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. 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/hkffashionwalk
Instagram : instagram.com/hkffashionwalk
Youtube : www.youtube.com/user/hkffashionwalk
Wechat : id= hkffashionwalk

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Photo Caption (1):



A dual-theme revolving lantern marrying the concepts of fashion and the Mid-Autumn Festival will greet customers at the entrance of the Main Block. The lantern features 10 iconic fashion pieces from the 1970s to latest Autumn/Winter 2016 runway shows of major fashion brands to reveal the season's hottest fashion trends.

Photo Caption (2):







The “fashion corridor” on Paterson Street leads customers to experience the evolution of fashion’s hottest trends from 1960’s till now.



Appendix: Event Details

<p>Light Painting Experience Zone</p>	<p>Date: September 17 and 18, 2016 Time: 1–9pm Venue: 1/F, Fashion Walk Main Block Details: Interested individuals can line-up on site to participate. Daily quota applies on a first-come, first-served basis.</p>
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Appendix: Exhibits in Lantern

<u>Theme</u>	<u>Exhibit</u>	<u>Description</u>
Denim	<p>LEVI'S YEAR: 1966 STYLE: 501A WASHED DENIM JEANS</p> 	<p>On the collection market, there are three most popular types of legacy jeans. They are the leather label style before World War, the style during World War and the style in year of 1966. Launched in 1966, apart from half a century of historical value, an interesting face had happened back then. The honest manufacturer sold the defects in a responsible way, by sewing another label including 501A (Excellent), 501S (Satisfactory) and 501F (Failure) on the jeans. Yet huge critics forced the discontinuation, transforming these defective jeans into collectors' items two years later.</p>
Print	<p>LIBERTY YEAR: 90S STYLE: PEACOCK PRINT SHIRT</p> 	<p>Dating back to the 1920s, printed fabric became a material for garment production. Flourishing in 1970s and 1980s, by the 1980s the peacock pattern of fabric stood out from the rest and became a very precious collector's item.</p> <p>The British have many examples of bold yet exquisite color usage with a perfect blend of traditional and new elements. This includes the printed fabric designs from the department store Liberty, incorporating breathtaking British seasonal landscapes into printed fabric for vivid garment visualization.</p>

<p>Punk</p>	<p>MALCOLM MCLAREN & VIVIENNE WESTWOOD SEDITIONARIES PERSONAL COLLECTION STYLE: "GOD SAVE THE QUEEN" TEE</p> 	<p>Still under the haze of turmoil, very few people in Britain could get rid of the restlessness nor freely express themselves in 1970s. When a regular teacher named Vivienne Westwood met a calm yet angry inner self in Malcolm McLaren, their souls intertwined in engagement in music, image, clothing and the anti-establishment movement and stirred up the rebellious spirit of 1970s. It is the "LET IT ROCK!" T-shirt that best represents Vivienne Westwood's reputation as a punk icon.</p> <p>Despite the availability of numerous counterfeits and replicas, one can hardly copy the original vision and spirit of Vivienne Westwood and Malcolm McLaren in producing this T-shirt.</p>
<p>Sporty</p>	<p>NIKE YEAR: 80s STYLE: CORTEZ ARCHIVE EDITIO</p> 	<p>After rounds of dealing and cooperation with Japanese shoe manufacturers, Bill Bowerm and his college track and field disciple, Phil Knight, officially registered Nike in 1972 and launched Cortez, the Goddess of Victory-inspired running sneaker.</p> <p>A memorable scene from <i>Forrest Gump</i> is when Jenny gave a pair of Nike Cortez to Forrest in the 1970s. Despite the imperfection of using a 1990s retro reproduction pair based on the 1980s version of the shoe and placed in the original 1970s box, this hybrid prop never diminished the moving impact of this scene from the movie.</p>

<p>Military</p>	<p>MAX MARA STYLE: 101801 CAMEL COAT</p> 	<p>It is always important to have a distinctive overcoat in your closet for easy mixing and matching. Launched in 1981, MAX MARA's classic 101801 camel coat set an amazing sales record of over 130,000 pieces during the pre-online-shopping days of the 1980s. It has since set the fashion tone for integrating kimono-style coat sleeves, a gentle shoulder design, a loose cut, and a lightweight and simple waistline design in coats that sketch out a woman's mature charm, beauty, and calm composure.</p>
<p>Polka Dot</p>	<p>COMME des GARÇONS STYLE: VINTAGE POLKA DOT TOP & SKIRT</p> 	<p>In world of art, Yayoi Kusama and Damien Hirst have proved themselves masters of dot designs in the most incisive manner. In the fashion world, we have Rei Kawakubo. It is aesthetic wisdom alone that can transform ordinary patterns into timeless classics, with a designer's precise adjustments to details like size, distance, color and fabric. Since Rei Kawakubo adapts the golden rule of simplistic excellence well, it is not surprising that her dot mastery is both visually refreshing and flexible with the design cut.</p>

<p>LOGO Tee</p>	<p>DKNY YEAR: 90s STYLE: DONNA KARAN NEW YORK LOGO TEE FIRST EDITION</p> 	<p>When simplicity dominated the fashion world in the 1990s, beautiful yet cumbersome details were abandoned. Customers' quiet support of fashion brands was best expressed by directly wearing logo-bearing T-shirts.</p> <p>Apart from founding her new label, DKNY, and later DKNY JEANS, Donna Karan possessed the foresight to become one of the fashion forerunners in using big logo T-shirts in late 1980s. This original, "Made in USA" T-shirt is among the most sought after designs of those days.</p>
<p>New Technology</p>	<p>REEBOK STYLE: PUMP FURY SNEAKERS (RETRO)</p> 	<p>Reebok Pump Fury is the only red-yellow colorway that has sealed a place in the history of classic sneakers, although it only became an unprecedented massive hit a year after its initial release in 1993. Once hampered by the discomfort of the slip-on's instep, the revolutionary pump system on the tongue of Reebok Pump Fury has proved the critics wrong, and created a wearing experience that has stood the test of time.</p>

<p>Aesthetic Deconstruction</p>	<p>MAISON MARTIN MARGIELA YEAR: AUTUMN / WINTER 1990 – 1991 STYLE: VINTAGE MESH DRESS</p> 	<p>The designs of Maison Martin Margiela were exclusively for women in the early years of the fashion house. Only two of three MMM's women's labels were more recognized. A design from 1991, this long-sleeved fishnet jacket is not only a showpiece which has never appeared on catwalk, but also part of the rare unnumbered pieces, designed between 1989 and 1993, which are only identified by the year and season on the label.</p>
<p>Collaboration</p>	<p>KARL LAGERFELD FOR H&M YEAR: 2004 STYLE: ILLUSTRATION TEE STAFF EDITION</p> 	<p>The very first H&M designer collaboration with Karl Lagerfeld was a huge success. At a time when the H&M brand has yet to reach many parts of the world including Hong Kong, a T-shirt with Lagerfeld's depiction was the cause of many a long distance call at the time and created no small measure of network congestion. Till today it remains a hard-to-find collector's item.</p> <p>One wishes to improve brand competitiveness with Haute Couture's vision, the other party wishes to experience exquisite detailing with affordable price. The unprecedented combination of H&M and Karl Lagerfeld will always be memorable.</p>