



For Immediate Release

Fashion Walk Unveils The YUM Factors Campaign

(Hong Kong, March 3, 2017) This March through May, Fashion Walk kicks off The YUM Factors campaign at Food Street, where restaurants of all styles gather to promote different gourmet themes and even invite local and international celebrity chefs to dazzle customers with their culinary skills. Selected restaurants on Food Street will also prepare themed dishes, and on selected weekends a gourmet market will offer a mouthwatering selection of fine produce. Together with the line-up of tempting promotions put together by Fashion Walk, shoppers and diners are certainly in for an exciting treat at Food Street.

Beginning today, The YUM Factors presents a series of events for shoppers and foodies that will take them on an odyssey of the senses through a smorgasbord of tastes and aromas. Partnering with local fashion magazine, *Milk*, Fashion Walk is unveiling the exclusive The YUM Weekend Gourmet Market with a different theme at every first weekend of the month from March to May, beginning with “Taste of the Ocean”, followed by “Sweet Delicacies” and “Wine & Cheese”, to guide shoppers on an indulgent, epicurean journey. A wide variety of food stalls will bring the best of the world’s cuisines to Fashion Walk, marrying the sophistication of the finest fashion and food in a single, irresistible shopping experience. Also on the menu, celebrity chefs from Hong Kong and Australia will fire-up their pans for a fascinating presentation of cooking prowess. Celebrated chefs Kris Bunder and Ben Milbourne from Australia will inspire home cooks with the tastes of the land down under, while local celebrity chef Jade Lui, blogger/lawyer Keith Lee, and restaurateur/actor Stefan Wong will share their own top tips and techniques. And with appetites thoroughly whetted, shoppers can graze on the tasty delights of the special monthly tasting menus prepared by participating restaurants on Food Street.

To provide diners an all-encompassing experience of the YUM Factors campaign, Fashion Walk will expand its All-Day-Dining VIP Card recruitment drive to benefit more diners and shoppers. Those who spend HK\$1,500 or more at Fashion Walk during the campaign period will be able to apply for the All-Day-Dining VIP Card, which entitles them to exclusive dining offers. What’s more, customers are entitled to redeem a range of gifts, including products from Le Creuset upon spending a specified amount at Fashion Walk. In addition, from April 1 to May 7, 2017, spend with The Platinum Card® or American Express® Platinum Credit Card at the participating restaurants can enjoy exclusive offer. For more details, please refer to the appendix.

About Fashion Walk

In a unique fusion of indoor and outdoor elements at the heart of Causeway Bay, enveloped by four vibrant streets – Great George, Paterson, Kingston and Cleveland – 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 for hipsters and trendsetters, allowing them 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 Hong Kong boutique of French fashion brand AMI, the first Asian Brand Center of Fjällräven, Hong Kong's largest H&M flagship store and the first adidas Sports Performance Flagship Store (Causeway Bay) with fitness hub in the city, together with 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.

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

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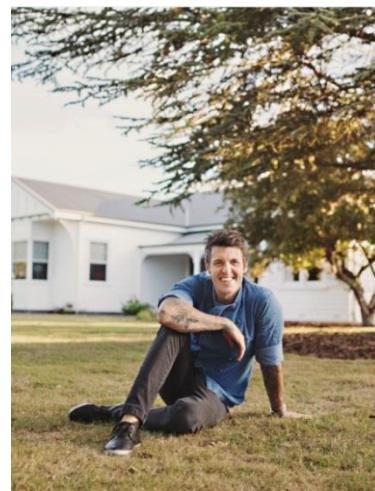
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Photo Caption (1)



Fashion Walk Food Street will host The YUM Weekend Gourmet Market every first weekend of the month from March to May, offering exquisite foods from all over the world.

Photo Caption (2)



Australia's renowned celebrity chef and SA Seafood Industry Awards winner for three consecutive years, Kris Bunder (left), and host of a popular TV show in Australia, Ben Milbourne (right), will fire-up their pans to cook famous Australian dishes at The YUM Celebrity Chef Cooking Demonstration.

Appendix:

The YUM Weekend Gourmet Market

Date:	<u>Theme in March: Taste of the Ocean</u> March 3 to 5 (Friday to Sunday) Highlighted stall: Lavender-scented macarons inspired by Provence in southern France, as well as artisan coffee and beer. <u>Theme in April: Sweet Delicacies</u> March 31 to April 2 (Friday to Sunday) <u>Theme in May: Wine & Cheese</u> May 5 to 7 (Friday to Sunday)
Time:	1pm – 8pm (Free admission)
Venue:	Food Street, Fashion Walk
Details:	Various food stalls will bring the best of the world's cuisines to Fashion Walk for on-site tasting by customers.

The YUM Thematic Tasting Menu

Date:	From now till May 7
Venue:	Food Street, Fashion Walk
Details:	Participating restaurants will offer special tasting menus for the theme of the month.
Participating restaurants:	Coast Seafood & Grill, COEDO Taproom, King Ludwig, Marbling and Wildfire Pizzabar & Grill

The YUM Celebrity Chef Cooking Demonstration

Fashion Walk will invite celebrity chefs to take part in cooking demonstrations at selected restaurants on Food Street. For more details and registration, please refer to Fashion Walk's Facebook fan page.

Date:	Time and Venue:	Celebrity Chef:
March 9 (Thursday)	3 – 5pm Coast Seafood & Grill	Australian celebrity chefs Kris Bunder and Ben Milbourne
March 31 (Friday)	3 – 5pm BurgeRoom	Blogger/lawyer Keith Lee
April 4 (Tuesday)	3 – 5pm Marbling	Celebrity chef Jade Leung
April 26 (Wednesday)	3 – 5pm COEDO Taproom	Restaurateur/actor Stefan Wong

The YUM Gift Redemption

Redemption Date:	Spending Amount [#]	Gift
From now till May 7	HK\$1,500 – \$5,999	A bottle of selected Australian red wine
	HK\$6,000 – \$11,999	A Fashion Walk limited edition denim apron
	HK\$12,000 or above	Le Creuset Small Heart Dish Set (2-dish)

[#]Redemption is subject to a maximum accumulation of three same-day and machine-printed receipts issued by tenants at Fashion Walk.

- Each eligible receipt can be used once only for the purpose of redemption.
- Gifts are available on a first-come-first-served basis, while stocks last.
- Programs and promotions are subject to change without prior notice.
- Redemption is governed by the applicable terms and conditions. Please contact Fashion Walk Concierge or visit www.fashionwalk.com.hk for more details.
- In case of any disputes, the decision of Hang Lung Real Estate Agency Limited shall be final and binding on all parties concerned.

All-Day-Dining VIP Card Application Method

Application Period:	From now till May 7
Application Method:	Customers spending HK\$1,500 or more with a maximum of five receipts issued by F&B outlets at Fashion Walk; Or spending HK\$1,500 or more in a single transaction at any retail shop at Fashion Walk, can approach the Fashion Walk Concierge to collect and complete the application form to enjoy exclusive dining offers thereafter. Please visit the website of Fashion Walk for details of the offers: http://fashionwalk.com.hk/en/happenings?id=54

The Platinum Card and American Express Platinum Credit Card Offer

Date:	April 1 – May 7
Details:	<ol style="list-style-type: none"> 1. Earn extra 10 Membership Rewards points for every HK\$1 spent at selected restaurants at Fashion Walk with The Platinum Card or American Express Platinum Credit Card. 2. Spend HK\$1,200 or above for dinner at selected restaurants at Fashion Walk with The Platinum Card or American Express Platinum Credit Card to receive one bottle of selected red wine.
Participating tenants:	<ol style="list-style-type: none"> 1. b. yourself CAFÉ, Coast Seafood & Grill, COEDO Taproom, Delicious Kitchen, elBorn, Elephant Grounds, King Ludwig, Lady M New York, Marbling, Minh & Kok, Sen-ryo, Simplylife, Starbucks and Wildfire Pizzabar & Grill 2. Coast Seafood & Grill, COEDO Taproom, King Ludwig, Marbling and Wildfire Pizzabar & Grill