

For Immediate Release

Celebrating the Year of the Rooster at Kornhill Plaza with ZLISM Cosmic Characters

(Hong Kong, January 12, 2017) Kornhill Plaza is thrilled to be joining hands with Zoie Lam, one of Hong Kong's most famous illustrators and fashion designers, to bring a group of cute ZLISM cosmic characters to Kornhill Plaza this Chinese New Year. Wearing different festive costumes, the ZLISM cosmic characters at different locations will bring with them blessings and good wishes.

In addition to the Chinese New Year decorations, a ZLISM pop-up store at Kornhill Plaza will welcome customers with a variety of limited edition products from January 23 to February 14. Customers spending a designated amount during festive period can join the "ZLISM DIY Lucky Bag Workshop" to make their own lucky bag!

Furthermore, from now through January 27, customers can redeem one pack of limited edition red packets with single spending of HK\$500 or more at Kornhill Plaza by presenting a same-day receipt. The vibrant colors and graphics make the red packets even more festive and luxurious. Please find more program details in the appendix.

About Kornhill Plaza

Conveniently located at East of Hong Kong Island and atop MTR Taikoo Station, Kornhill Plaza houses a quality lifestyle shopping arcade anchored by AEON STYLE department store, serviced apartments with superior management and services and an office tower and the Kornhill Learnscape, offering leisure-learning facilities for youngsters. From exquisite gourmet food and relaxing cafes to cinemas and bookstores, Kornhill Plaza caters to the desires of every family looking for a kaleidoscopic lifestyle and sheer enjoyment.

For more details, please visit:

Kornhill Plaza Facebook (<http://www.facebook.com/KornhillLearnscape>)

Kornhill Plaza Instagram (<http://instagram.com/kornhillplaza>)

About Zoie Lam & ZLISM

Zoie Lam was born in 1981, in Hong Kong. She graduated in graphics design and advertising. After school and a period working in advertising, she has devoted herself to fashion design until today. Fashion design doesn't make her stop moving forward, she is also an illustrator, stylist, and founder of ZL by ZLISM. In 2010, Zoie began her own brand ZLISM and had her first personal exhibition in Hong Kong. ZLISM is a planet created by Zoie, each character who resides on ZLISM has unique characteristics but

they are all kind and positive-minded. She makes use of different materials and fluorescent colors in her works and there is a story behind each of her drawings, which she uses pin pen and fluorescent pen for her ZLISM characters; while she uses spray paint and acrylic for the large size works.

* * *

Media Contact

Wing Cheung
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)



ZLISM cosmic characters in various Chinese New Year costumes greet customers at the Mezzanine Floor of Kornhill Plaza.

Photo Caption (2)



A ZLISM pop-up store in Kornhill Plaza during the Chinese New Year will offer a range of limited edition products!

Photo Caption (3)



Kornhill Plaza's limited edition red packets in vibrant colors adorned with gold stamped graphics are ready for redemption by customers.

Appendix: Program Details

Limited edition red packets redemption	<p>Date: From now till January 27, 2017</p> <p>Time: 10am to 10pm</p> <p>Location: Concierge, G/F, Kornhill Plaza</p> <p>Redemption method: Upon single spending of HK\$500 or more, customers can redeem a limited edition set of red packets by presenting a same-day receipt. Gifts are limited and are available for redemption on a first-come-first-served basis, while stocks last.</p>
ZLISM Chinese New Year Pop-up Store	<p>Date: From January 23 to February 14, 2017</p> <p>Time: 12 noon to 8 pm</p> <p>Location: G/F, Kornhill Plaza</p>
ZLISM Fortune Bag Workshop	<p>Date: February 4 and 5, 2017</p> <p>Time: 2 to 6 pm (20 minutes per session)</p> <p>Location: G/F, Kornhill Plaza</p> <p>How to join: Upon single spending of HK\$500 or more (in a same-day receipt) and clicking "Like" on Kornhill Plaza's Facebook fan page, customers can join the workshop. Customers need to register at the Concierge 10 minutes before the workshop begins. Seats are limited and are available on a first-come-first-served basis.</p>

- * All gifts are limited. Redemption is on a first-come-first-served basis, while stocks last.
- * Programs are subject to change without prior notice.
- * For more details, please refer to in-mall promotional materials.