

For immediate release

**Fiercely Fashionable Fun at Fashion Walk's
"Halloween Styloweek 2015 Monsters' Ball"**

(Hong Kong, October 7, 2015) Hang Lung Properties' Fashion Walk in Causeway Bay is renowned for its stylish take on Halloween and parties that bring the city to life, and this year is no exception. Presenting the party that everyone will want to be seen at, "Halloween Styloweek 2015 Monsters' Ball" is Fashion Walk's invitation to unleash the beasts of fun, flair, and funk for a truly wild night to remember. The huge "Monster Parade" on the night of October 30 will feature local designer-illustrator, Prodip Leung's two-meter-tall "Monster F". And as if that wasn't enough to get the party started, partygoers can also take a dive into the monster pit to rock the night away.

Fashion Walk is pleased to be collaborating with Hong Kong-based designer-illustrator, and ex-bassist of the hip-hop group LMF, Prodip Leung, to bring to life the most adorably sassy and edgy monsters for Fashion Walk's "Halloween Styloweek 2015 Monsters' Ball". Prodip has added Monster F to his own popular collection monsters Pascagoula Alien, Kiefer and the newly-debuting Aidan. Monster F was inspired by the five-meter-tall puppet that was the central character in "Halloween Styloweek 2014" party. Prodip's new three-eyed Monster F, which he has especially created for the occasion, is a true Fashion Walk mascot: its three eyes have a visionary outlook on present and emerging trends, and the "F" in its name represents its position as a fashion-forward trendsetter in Hong Kong's fashion and lifestyle scene.

From now until October 31, Fashion Walk is the unique photo-op for the city's fashionistas and trendsetters, combining our hallmark edgy style with the devilish fun of Halloween. Visitors are invited to explore the exhibition of Prodip's creative works and designs at "Monster In The House" in the Main Block, and to take a journey through the inspirations that have led him to his extraordinary artistic style. At the "Halloween Styloweek 2015 Monsters' Ball" on October 30, the carnival-like atmosphere will erupt onto Great George Street, as the spectacular "Monster Parade"

sets out to bring some fierce fashion fun to shoppers and passers-by. Fashion Walk is also excited to be collaborating with TimeOut to bring customers dressed in creative costumes the opportunity to meet seven classic movie monsters at the “Monsters’ Ball on Food Street”, adding to the excitement of the night with spooky booth games.

The Halloween fun at Fashion Walk does not end there. With a full program of “University of Halloween” workshops, customers are invited to create their own monster puppets and learn the steps for a Halloween-themed dance that will get them into the groove for party night at Fashion Walk. Tenants at Fashion Walk are also getting into the party spirit with Wildfire+ and LOG-ON celebrating with special bat-themed menus and products. Customers who spend a designated amount at Fashion Walk will enjoy exclusive shopping privileges and exciting offers, including limited edition Fashion Walk x Prodip T-shirt and two complimentary tickets to “Bat Cave: Treasures of The Day and Creatures of The Night” by Asia Society Hong Kong Center . Please refer to the appendix for more details.

About Fashion Walk

In a unique fusion of indoor and outdoor elements at the heart of Causeway Bay, encompassing four vibrant streets – Great George, Paterson, Kingston and Cleveland – Fashion Walk is the superlative 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. It is home to Fashion Intelligence, the coming together of ideas and insights. We invite kindred spirits to join our community to discover, explore and share. They can also interact with their favorite brands, local lifestyle bloggers and other like-minded people on our social platform. It is a place where they can share their ideas and be part of the community to shape the next hot trend.

More and more cutting-edge concept stores and brands are opening their flagship stores here, including LOG-ON lifestyle store – Hong Kong Island’s biggest outlet that has a special member zone; Michael Kors – Hong Kong’s first full collection flagship

store; Ted Baker – Hong Kong’s first flagship store that is decorated using the theme of trams in Hong Kong and trains in the UK; the two-story Armani Exchange, Kate Spade New York, and Max Mara flagship stores; and the newly opened Just Cavalli and Versus concept stores; as well as the world’s biggest H&M flagship store (Fashion Walk Great George Street), debuting in the fourth quarter of 2015. Many popular dining outlets including Wildfire+, eIBorn, Coast Seafood & Grill, COEDO Taproom and Simplylife have landed at Fashion Walk Food Street, with comfy alfresco and indoor seating so to allow diners to experience tranquillity amidst the hustle and bustle of the vibrant city. Fashion Walk is the choice of shopping destination for fashionistas and trendsetters and one of Hong Kong’s most unique shopping destinations.

Please visit:

Fashion Walk’s Website: www.fashionwalk.com.hk

Facebook: www.facebook.com/HK.FashionWalk

Sina Weibo: <http://weibo.com/hkfashionwalk>

Instagram: instagram.com/hkfashionwalk

Youtube: www.youtube.com/user/hkfashionwalk

Wechat: id= hkfashionwalk

* * *

Media contacts:

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

Event Poster:



Photo Caption:



The renowned local designer-illustrator, Prodip Leung presents his monster collection at the “Halloween Styloween 2015 Monsters’ Ball”, including Pascagoula Alien, Kiefer, the newly-debuting Aidan, and the exclusively customized character Monster F designed especially for Fashion Walk, making it a chic and fashionable spot for Halloween.

Appendix: Activities offered in “Halloween Styloween 2015 Monsters’ Ball”

Activity	Detail
Monster In The House – Prodip’s Exhibition	Date : From now until October 31, 2015 Time : 10 am – 11 pm Location : Fashion Walk Main Block Description : Showcases the creative works and designs of Prodip Leung.
Monster Puppet Workshop	Date : October 16, 2015 (Friday) Time : 7 pm – 9 pm Location : Food Street, Fashion Walk Description: Customers can inspire themselves with Prodip’s designs and tailor make their own monster puppets to get ready for the “Monster Parade” on October 30.
Monster Dance Workshop	Date: October 23, 2015 (Friday) Time : 4pm – 9pm Location : Paterson Street, Fashion Walk Description: Customers can participate in the dance community’s BeDREX dance courses to get ready for the “Monster Parade” on October 30.
COCCINELLE Halloween Leather Workshop	Date : October 23, 2015 (Friday) Time : 6pm – 9pm Location : COCCINELLE, Fashion Walk Description: Customers can make their own Halloween-themed leather accessories.
Halloween Styloween 2015 Monsters’ Ball	Date: October 30, 2015 (Friday) Time: 8 pm – 10 pm Location : Great George Street , Kingston Street, Cleveland Street and Paterson Street Description: <ul style="list-style-type: none"> - The two-meter Monster F leads the monster crew for some Halloween fun with customers at the “Monster Parade” - Seven classic movie monsters await customers at the “Monsters’ Ball on Food Street” - Free KIRIN Ichiban Frozen Beer for customers to chill and relax - Fashion Walk’s tenants await customers for trick or treat - Booth games and a Tarot Card reading booth available to offer Halloween-themed activities to customers

Appendix: Shopping Privileges

Date: From now until October 31, 2015

Time: 12 noon – 10 pm

Location: Concierge, Fashion Walk

Minimum Same-day Purchase	Privileges [#]
HK\$300 (Single purchase)	Two complimentary tickets to “ <i>Bat Cave: Treasures of The Day and Creatures of The Night</i> ” by Asia Society Hong Kong Center
HK\$500 (Single purchase)	Complimentary entry to “Halloween Styloweek 2015 Monsters’ Ball” and “University of Halloween” workshops
HK\$2000 (Maximum of 3 eligible receipts with electronic payments) *	<ul style="list-style-type: none">- Limited edition Fashion Walk x Prodip T-shirt (valued at HK\$280)- Complimentary entry to “Halloween Styloweek 2015 Monsters’ Ball” and “University of Halloween” workshops

*Each eligible receipt by electronic payments can be used for redemption once only.

[#]Privileges are available on a first-come-first-served basis, while stocks last. Daily quotas apply.

[#]Redemption for free entry to “Halloween Styloweek 2015 Monsters’ Ball” is valid until October 30.

[#]Redemption for free entry to “University of Halloween” workshops is subject to workshop schedule and is valid until October 22. Limited quota applies, available on a first-come-first-served basis.

[#]For detailed terms and conditions, please refer to www.fashionwalk.com.hk. In case of any dispute, Hang Lung Real Estate Agency Limited reserves the final right of decision.

[#]The above activities and promotions are subject to change without prior notice.