

For Immediate Release

Grand Plaza Presents “Mysterious Scent of Love” As Star Perfumer John Paulo Hui Creates Unique Scents for Lovers

(Hong Kong, February 2, 2016) This Valentine’s Day, Hang Lung Properties’ Grand Plaza partners with a local emerging fragrance brand, Artisenses, to lead a festival of love with the romantic theme, “Mysterious Scent of Love”.

The gorgeous fragrance pop-up store with a French luxury florist concept is making its debut at Grand Plaza. During the campaign, John Paulo Hui, Chief Perfumer of Artisenses, will hold exclusive fragrance making workshops, teaching customers to create their own fragrance as unique Valentine’s gifts.

The Artisenses Grand Plaza pop-up store offers both its own line of perfume as well as providing a special perfume-blending service. Tailor-made for each customer, the perfumer will create a unique scent based on a selection of more than twenty ingredients. From now until February 29, shoppers spending HK\$1,200 or more at Grand Plaza, Hollywood Plaza, Gala Place, or Park-In Commercial Centre are eligible to join the fragrance making workshop for free.

What’s more, shoppers spending HK\$800 or above at Grand Plaza, Hollywood Plaza, Gala Place, or Park-In Commercial Centre can redeem a HK\$50 Häagen-Dazs™ coupon or a Segafredo Zanetti Espresso handcrafted coffee voucher. For program details, please refer to the appendix.

About Grand Plaza

Located on the bustling Nathan Road next to the MTR Mongkok Station, Grand Plaza comprises two office towers and a commercial podium with high-standard facilities, housing renowned watch and jewelry brands, many fashion brands and restaurants targeting both locals and tourists. Office Tower One houses many of the district’s prominent medical centers as well as hosting themed beauty and travel floors.

Please visit

Grand Plaza’s Facebook (<http://www.facebook.com/GrandPlazaHK>)

Grand Plaza’s Instagram (<http://instagram.com/grandplazahk>)

Grand Plaza’s WeChat (id= grandplazahk)

About Gala Place and Park-In Commercial Centre

Located in the vibrant Mongkok district, Gala Place houses the largest single-storey Starbucks store in Hong Kong, spanning over 4,500 square feet, as well as the triple-storey H&M full-concept flagship store, the largest H&M store in Kowloon, to become a hotspot for the trendy and fashionable. Park-In Commercial Center houses a potpourri of diversified services and retail outlets including telecommunications customer service centers, furniture and household goods galleries, and optical, beauty and fitness centers, providing a one-stop shopping experience to its customers.

About Hollywood Plaza

A retail treasure trove for anybody on the lookout for luxury watches, fine jewelry, state-of-the-art electronic equipment and much more, Hollywood Plaza has its finger on the pulse of life in Mongkok. Radiating from the Atrium across 3 levels, shoppers will find everything they need including not only popular retail choices but also an array of services and lifestyle outlets, from top travel agencies to fitness centers and beauty salons.

About Artisenses

An emerging Hong Kong-based fragrance brand, Artisenses was founded in 2014 by Chief Perfumer John Paulo Hui. With over a decade of experience in the industry, Hui has been active in promoting the art of blending perfume, holding workshops and his line of perfume. With his expertise, well-known brands including Salvatore Ferragamo, Cathay Pacific, Caffe HABITU and Vans have invited him to hold classes on the subject. To date, more than 1,000 participants have joined the workshops. In 2015, Artisenses collaborated with Le'Sean Seasons Florist, launching a perfume based on the world-known children's story "The Little Prince".

* * *

Media Contact:

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

Photo Caption 1



Emerging local fragrance brand Artisenses launches its first pop-up store and perfume workshops at Grand Plaza to teach customers to create their own fragrances with sessions conducted by the Chief Perfumer John Paulo Hui.

Photo Caption 2



Shoppers spending HK\$1,200 or more at Grand Plaza, Hollywood Plaza, Gala Place or Park-In Commercial Centre are eligible to join the fragrance workshop for free.

Appendix: Program Details

Artisenses Pop-Up Store

Date: From now until March 31, 2016

Time: 11am to 11pm

Venue: G/F, Grand Plaza

Shopping Privileges

Date: From now until February 29, 2016

Time: 1pm to 9pm

Venue: 1/F, Grand Plaza

<u>Designated Same-day Spending</u>	<u>Gift[^]</u>
HK\$1,200 or above (A maximum of 2 same-day machine-printed receipts by electronic payment)	An entry ticket for fragrance workshop for making a personalized perfume (100ml) or An exclusive blended perfume (100ml)
HK\$800 or above (A maximum of 2 same-day machine-printed receipts by electronic payment)	HK\$50 Häagen-Dazs™ coupon or A Segafredo Zanetti Espresso handcrafted coffee voucher
HK\$200 or above (Single same-day machine-printed receipt)	A box of Valentine's Day candies

[^] Daily quota applies and gifts are available on a first-come-first-served basis while stocks last.

* Applicable to same-day machine-printed receipts by electronic payment issued by tenants of Grand Plaza, Hollywood Plaza, Gala Place or Park-In Commercial Centre.

* Programs and promotions are subject to change without prior notice.

* For more details, please refer to in-mall promotion materials and the Grand Plaza Facebook fan page.