



For Immediate Release

Fashion Walk Presents “Pixelrific Year of the Monkey” Celebration *“Godfathers of Pixel” eBoy Give a Stylish Makeover to Traditional Chinese Statues of Blessing*

(Hong Kong, January 14, 2016) Hang Lung Properties' Fashion Walk teams up with the pixel art creative trio from Germany, eBoy to present Hong Kong's first ever “Pixelrific Year of the Monkey” Chinese New Year celebration, bringing a unique twist to the well-known traditional Chinese characters of blessing.

Making use of 8-bit pixel art, eBoy brings a vibrant new energy to the three statues, Fu, Lu and Shou, which denote Wealth, Prosperity and Longevity, respectively, in traditional Chinese culture. Dressed up in the trendiest outfits, the three fortune statues will also be joined by the “Lucky Monkey” to bring all our shoppers greetings for a trendy and energetic year ahead.

The term “Pixelrific” is an amalgam of the words “pixel” and “terrific”. Shoppers can immerse themselves in the creative space of pixel art via an exhibition of works by eBoy in Fashion Walk. Renowned for creating their trademark “Pixorama” cityscapes, which are pixelized and stylized interpretations of scenes and landscapes from metropolises all over the world, eBoy has added Fashion Walk to their list with a rendition of the four vibrant streets that will be on display at various corners of Fashion Walk, following their creative interpretations of London, Paris, and Tokyo.

What's more, fashion trend-setters can take eBoy's trendy creations home. Shoppers spending HK\$2,000 or more at Fashion Walk can redeem a limited edition set of *lai see* packets featuring the three fortune statues and the “Lucky Monkey”, while spending of HK\$6,800 or more will also earn shoppers a stylish “Lucky Monkey” cushion.

From January 15 to February 29, Fashion Walk collaborates with 10 renowned international fashion brands to launch the innovative “Fashion Walk x Super Cool Style” mix-and-match game. By downloading and logging into the Super Cool Style mobile app, shoppers can make use of the images of the hottest items from AX Armani Exchange, COCCINELLE, Commes Des Garçons, DKNY, Frapbois, H&M, Hysterie Glamour, kate spade new york, Liger and Versus Versace to create a unique personal look for the New Year.



There are even more exclusive 8-bit images of hot fashion items for shoppers to discover inside the shops of participating brands or at Fashion Walk concierge – simply scan the QR code on site to unlock the images! Shoppers can redeem a special gift by uploading the trendy look they design to the Fashion Walk Facebook fanpage or Instagram with the hashtag #HKFASHIONWALK. For more details about redemption methods and the program, 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, 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.

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



About eBoy

“Pixel Art” is a form of digital art created through the use of raster graphics software that is best associated with video games in the 1980s and 1990s. Known as the “Godfathers of Pixel”, eBoy is a collective consisting of the artists Kai Vermehr, Steffen Sauerteig, and Svend Smital, who in addition to digital art create 8-bit styled pixel objects for complex art installations. Their stylish work, at once retro and modern, have proved popular with fashion trendsetters. eBoy’s works have been sought after by companies including Nike, Adidas, Microsoft, DKNY, Coca-Cola, Paul Smith, Pepsi, and Honda, among others.

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Photo Caption 1



Fashion Walk teams up with the pixel art creative trio, eBoy, to present Hong Kong's first ever "Pixelrific Year of the Monkey" Chinese New Year celebration, bringing a unique twist to the well-known traditional Chinese characters of blessing, Fu, Lu, Shou and the "Lucky Monkey" by making use of the trendy 8-bit pixel art.

Photo Caption 2



Fashion Walk and Causeway Bay's lively and vibrant atmosphere are perfectly captured in eBoy's new art piece.

Photo Caption 3



Fashion Walk and eBoy team up to design two limited edition sets of *lai see* packets, featuring the fortune statues, Fu, Lu, Shou and the "Lucky Monkey", to add a touch of energetic style to your Chinese New Year celebration.



Appendix: Program Details

<p>“Pixelrific Year of the Monkey” Chinese New Year Celebration</p>	<p>Date: January 15 to February 21, 2016 Location: Fashion Walk Main Block, Paterson Street, Kingston Street and Food Street. Content: The pixel art creative trio, eBoy, will bring a unique twist to the well-known traditional Chinese characters of blessings by making use of the 8-bit pixel art, injecting vibrant energy to the three statues, Fu, Lu and Shou which denote Wealth, Prosperity and Longevity, respectively, as well as the “Lucky Monkey”. Dozens of eBoy’s famous works will also be on display, bringing a unique retro-cool vibe to Fashion Walk Main Block as well as the surrounding streets.</p>
<p>“Fashion Walk x Super Cool Style” Mix-and-Match Game</p>	<p>Date: January 15 to February 29, 2016 How to join:</p> <ul style="list-style-type: none"> - Download and login to the free Super Cool Style mobile app, customers will get the images of the hottest items from AX Armani Exchange, COCCINELLE, Commes Des Garcons, DKNY, Frapbois, H&M, Hysteric Glamour, kate spade new york, Liger and Versus Versace to create a unique personal look on their mobile phones - Customers can get even more exclusive 8-bit images of hot fashion items by scanning the QR code in the participating shops and Fashion Walk concierge - Customers can redeem a special gift by uploading the trendy look they design on their mobile phones to the Fashion Walk Facebook fanpage or Instagram with the hashtag #HKFASHIONWALK



Appendix: Shopping Privileges

Date: January 15 to February 21, 2016

Time: 10am to 11pm

Venue: Fashion Walk Concierge

Designated Same-day Spending	Promotion Date	Gift
-	January 15 to February 21, 2016	Free give-away of Chinese New Year red couplets jointly-designed by Fashion Walk and eBoy
HK\$2,000 or more	January 15 to February 7, 2016	A set of <i>lai see</i> packets^ featuring the Chinese fortune statues and the “Lucky Monkey”
HK\$6,800 or more	January 15 to February 21, 2016	A set of <i>lai see</i> packets^ featuring the Chinese fortune statues and the “Lucky Monkey”, plus a “Lucky Monkey” cushion

Terms & Conditions:

- ^“Lai see” packets redemption runs until February 7
- A maximum of three eligible original machine-printed same-day receipts with electronic payments can be accumulated
- Each set of original machine-printed same-day receipts with corresponding electronic payment sale slips can be used for redemption once only
- Each customer can only redeem each of the above three gifts once per day
- Daily quota applies and gifts are available on a first-come-first-served basis while stock lasts
- For detailed terms and conditions, please visit www.fashionwalk.com.hk
- In case of any dispute, Hang Lung Real Estate Agency Limited reserves the final right of decision