

For Immediate Release

Amoy Plaza x POPEIGHT Barber Shop Rocks Father's Day

"Rock n Roll" Hair Makeover for Parents and Kids by Celebrity Hairstylists

(Hong Kong, May 23, 2016) Hang Lung Properties' Amoy Plaza is gearing-up for a rocking Father's Day with a shimmy down memory lane to the 1950s. Customers are invited to shake, rattle, and roll their way into a groovy recreation of a vintage barber shop where two master hairstylists from POPEIGHT are waiting to give matching parent-child makeovers to celebrate Father's Day with a twist. Amoy Plaza is thrilled to welcome hairstylists to the stars: Wilson Wong – respected for his work with many Hong Kong singers and models; and Jair Tsou – a Taiwanese stylist who has created looks that have wowed the world of fashion magazines and advertising. Together, they will work their celebrity magic to make this Father's Day one that will never be forgotten.

From June 9 through 19, Amoy Plaza will be transformed into a vintage barber shop, exhibiting two barber shop chairs from the 1950s along with vintage haircutting tools and paraphernalia, set within the classic blue and white tiled interiors with the old candy-striped barber's pole.,

A stylish new haircut is only a shuffle away when visitors make a single purchase of HK\$300 or more at Amoy Plaza. POPEIGHT's Wilson or Jair will attend to these lucky customers in a personal hair consultation and styling session, which both parents and kids can enjoy, and give them a rocking new look to celebrate Father's Day.

An additional twist awaits at the "Rock n Roll" Photo Zone, where visitors can select their favourite accessories and pose for a stylish selfie to win an instant prize when they click "Like" on Amoy Plaza's Facebook or Instagram fan page and upload their photos. For more details on the promotions, please refer to the appendix.

About Amoy Plaza

Conveniently located near the MTR Kowloon Bay Station, Amoy Plaza is an integrated mall in Kowloon East, comprising stores offering trendy fashions, beauty products and electronic gadgets. Together with more than 35 restaurants serving local and international cuisines, the mall offers a full selection of lifestyle experiences for nearby office workers and residents of Amoy Gardens.

For further information, please visit:

Amoy Plaza's website (<http://www.amoyplaza.com.hk>)

Amoy Plaza's Facebook (<http://www.facebook.com/AmoyPlazaHK>)

Amoy Plaza's Instagram (<http://instagram.com/amoyplazahk>)

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Photo Caption 1



To celebrate the Father's Day, customers spending HK\$300 or more in a single transaction at Amoy Plaza can enjoy a hair consultation session with POPEIGHT's star hairstylists Wilson or Jair, celebrating the festival with a brand new look.

Photo Caption 2



Amoy Plaza is decked out in vintage barber shop gear, showcasing haircutting tools from the 1950s, bringing a sense of nostalgia for the good old days.

Photo Caption 3



Step into the “Rock n Roll” Photo Zone to pose for a stylish selfie! Click “Like” on Amoy Plaza’s Facebook fan page or Instagram and upload the photo to win a gift.

Appendix: Program Details

<p>“Barber Shop In the Old Days” Exhibition</p>	<p>Date: June 9 to 19, 2016 Time: 11am to 11pm Venue: 1/F Atrium, Phase 2, Amoy Plaza Content: The exhibition showcases haircutting tools from the 1950s, bringing a sense of nostalgia for the good old days.</p>
<p>“Rock n Roll” Hair Styling Service</p>	<p>Date: June 11 to 12, June 18 to 19, 2016 Time: 3pm to 5pm Venue: 1/F Atrium, Phase 2, Amoy Plaza Content: Customers who spend HK\$300 or above on a single, same-day receipt can enjoy a 15-minute hair consultation session with POPEIGHT’s Wilson Wong or Jair Tsou. Customers can redeem their vouchers in advance at the mall’s Concierge. Daily quotas apply and availability is on a first-come-first-served basis.</p> <p><u>Ticket Redemption</u> Date: From June 9, 2016 onwards while stocks last Time: 11am to 9pm Venue: G/F Concierge, Phase 1, Amoy Plaza</p>
<p>“Rock n Roll” Photo Zone</p>	<p>Date: June 9 to 19, 2016 Time: 12nn to 6pm Venue: 1/F Atrium, Phase 2, Amoy Plaza Content: Step into the “Rock n Roll” Photo Zone and select your favorite accessories to pose for a stylish selfie! Join Amoy Plaza’s Facebook fan page or Instagram and upload your photo to win a gift. Redemption of gift is on a first-come-first-served basis, while daily stocks last.</p>

* Programs are subject to change without prior notice.

* For details of programs and promotions, please contact the concierge or refer to in-mall posters.