

For Immediate Release

FLUFFY HOUSE Cartoon Characters Visit Kornhill Plaza and The Peak Galleria to Create Christmas Melodies

(Hong Kong, November 14, 2017) This Christmas, Hang Lung Properties' malls are leading shoppers into an enchanting world of music with the "Tune in to Christmas" festival theme. From now until January 1, 2018, Kornhill Plaza and The Peak Galleria are collaborating with popular international design brand, FLUFFY HOUSE, to celebrate Christmas with their heartwarmingly adorable characters, Mr. White Cloud, Miss Rainbow, Nappy Bear, Chicky, and Sunny. Brought to life as human-sized Christmas special-edition figures, these adorable characters invite shoppers to experience a musical journey into the joy of the season. Shoppers who love to take photos can download the Fluffy Photo mobile app which contains 50 special Christmas stickers of Kornhill Plaza and The Peak Galleria and create personalized photos sharing on social media platforms. An array of exciting special activities and limited edition gift redemption programs are also ready to make this Christmas the most exciting and fulfilling ever!

In an exciting first, Kornhill Plaza and MACCHA HOUSE are teaming up with FLUFFY HOUSE to create a themed FLUFFY HOUSE x MACCHA HOUSE menu with matcha desserts and drinks. Limited-edition coasters and tablemats with FLUFFY HOUSE characters have been specially designed to celebrate the collaboration and to ignite the senses with sights and tastes of pure joy. In another first, Kornhill Plaza is welcoming the first FLUFFY HOUSE pop-up store with its broad range of FLUFFY HOUSE products, some of which are debut collections in Hong Kong, such as Mr. White Cloud mobile phone cases, White Cloud blankets, and 3D foam stickers, to name but a few. Shoppers of all ages will be delighted to bring these adorable characters back home for Christmas! And on December 23 (Saturday) from 2:00 p.m. to 3:00 p.m., local singer Kandy will perform in the Christmas music show at Kornhill Plaza to celebrate the festive season with shoppers.

The Peak Galleria and the first Chocolate Museum in Hong Kong, The Art of Chocolate, are also collaborating with FLUFFY HOUSE to launch the FLUFFY HOUSE Chocolate series. For a taste of the sweetness of the Christmas season, shoppers can explore the exquisite chocolate art exhibits created by chocolate masters, and indulge in the rich tastes of the chocolate delicacies especially crafted into FLUFFY HOUSE characters. In addition, Santa Claus will pay a visit to both malls between December 24–26, to listen to children's Christmas wish lists and to give the best of the season's greetings to everyone. During the Christmas campaign period, shoppers can redeem a FLUFFY HOUSE limited-edition 2018 calendar at both malls or enroll in the "Miss Rainbow Ukulele Painting Workshop" at Kornhill Plaza. Please refer to the appendix for more program details.

About Kornhill Plaza

Conveniently located in the east of Hong Kong Island atop MTR Tai Koo 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, together with Kornhill Learnscape, which offers leisure-learning facilities for youngsters. From exquisite gourmet food and relaxing cafés to cinemas and bookstores, Kornhill Plaza caters to the desires of every family looking for a kaleidoscopic convergence of great moments in life.

Please visit :

Kornhill Plaza Facebook (<https://www.facebook.com/KornhillPlaza/>)

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

About The Peak Galleria

The Peak Galleria, a shopping and dining complex, is a major Hong Kong tourist landmark. The Peak Galleria is dedicated to promoting Hong Kong's unique culture and organizing a wide range of activities. The complex not only features a full array of iconic museums, such as Hong Kong Trams Station, The Art of Chocolate and 5D Peak Adventure. The Observation Deck at the Green Terrace on Level 3, offering stunning panoramic views of the Pok Fu Lam Reservoir, is a must-visit site for shoppers.

Please visit:

The Peak Galleria Website (<http://www.thepeakgalleria.com/>)

The Peak Galleria Facebook (<http://www.facebook.com/PeakGalleria>)

The Peak Galleria Instagram (<https://www.instagram.com/thepeakgalleria/>)

About FLUFFY HOUSE

FLUFFY HOUSE is a home for adorable characters, a factory of creativity and a cradle of dreams. Founded in 2007, FLUFFY HOUSE always strives to create lovable characters who fill people's hearts with warmth. The word "Fluffy" suggests something that feels furry, light and soft. It is often associated with something cute and adorable like fluffy plushes and cheerful little animals. Through our characters, products and illustrations, we hope to bring you joy and make you smile at heart. May you always find something lovable and heart-healing in FLUFFY HOUSE.

Please visit:

FLUFFY HOUSE website (<http://www.fluffyhouse.com/>)

FLUFFY HOUSE Facebook (<https://www.facebook.com/pg/FluffyHouse>)

About MACCHA HOUSE

With their flagship store in Kawaramachi, Kyoto, MACCHA HOUSE was launched in Hong Kong in 2012 and now owns six branches in the territory. On top of matcha desserts and drinks, MACCHA HOUSE also offers a variety of snacks and main course dishes such as donburi, ramen, and udon. Besides Hong Kong, MACCHA HOUSE has also branches in Singapore and Taipei, with the renowned and popular "Uji Maccha Tiramisu" dish recommended by food critics!

Please visit:

MACCHA HOUSE Facebook (<https://www.facebook.com/MacchaHouse.HK/>)

About The Art of Chocolate

“The Art of Chocolate Museum” World Tour covered 50 cities all over the world and was attended by half a million visitors including foreign dignitaries and celebrities. The Art of Chocolate was prepared and created by a professional team led by famous chocolatier, Nikolai Popov, who has been working with «chocolate art» for more than 20 years. It’s a pure dream place for those who have tried chocolate and fell in love with it. Now, you can not only taste the delicious flavor of chocolate but enjoy it as an adorable unique creation.

The Chocolate Museum of Hong Kong is always a holiday for children and adults alike. The exhibition presents a huge number of high quality chocolate crafted items, numerous compositions and installations, sculptures, chocolate paintings, and other unique and interesting art pieces.

Please visit:

The Art of Chocolate Hong Kong Facebook

(<https://www.facebook.com/ChocolateMuseumHongKong/>)

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Photo Caption (1)



This Christmas, human-sized Christmas special-edition figures of FLUFFY HOUSE characters meet shoppers at Kornhill Plaza, inviting everyone to experience a festive musical journey.

Photo Caption (2)



From now until January 1, 2018, The Peak Galleria is collaborating with popular international design brand, FLUFFY HOUSE, to celebrate Christmas with their heartwarmingly adorable characters, Mr. White Cloud, Miss Rainbow, Nappy Bear, Chicky, and Sunny.

Photo Caption (3)



Shoppers who love to take photos can download the Fluffy Photo mobile app which contains 50 special Christmas stickers of Kornhill Plaza and The Peak Galleria and create personalized photos for sharing on social media platforms.

Photo Caption (4)



The very first FLUFFY HOUSE pop-up store is opening in Kornhill Plaza, housing a broad range of FLUFFY HOUSE products, of which some are debut collections in Hong Kong.

Photo Caption (5)



During the Christmas campaign period, shoppers can redeem a FLUFFY HOUSE limited-edition 2018 calendar at Kornhill Plaza and The Peak Galleria, or enroll in the “Miss Rainbow Ukulele Painting Workshop” at Kornhill Plaza.

Download high resolution photos at:

<https://www.dropbox.com/sh/ec87ve6g9hkty7o/AACNNK2SCRha176i4cflwkKda?dl=0>

Appendix (1): Kornhill Plaza Program Details

<p>FLUFFY HOUSE Music World</p>	<p>Date: Now until January 1, 2018 Time: 10am to 10pm Venue: Kornhill Plaza</p>
<p>Fluffy Photo Mobile App</p>	<p>Date: Now until January 1, 2018 Content: Shoppers can download the Kornhill Plaza Exclusive Christmas special-edition stickers. Download links: IOS: https://itunes.apple.com/hk/app/fluffy-photo/id1089065517?l=en&mt=8 Android: https://play.google.com/store/apps/details?id=com.fluffyhouse.photo&hl=en</p>
<p>FLUFFY HOUSE x MACCHA HOUSE Tea Set Menu</p>	<p>Date: December 1, 2017 until January 1, 2018 Time: 11:30am to 10:30pm (Last order to be placed no later than 10pm) Venue: MACCHA HOUSE, Shop F10, 1/F, North Tower, Kornhill Plaza</p>
<p>FLUFFY HOUSE Pop-up Store</p>	<p>Date: Now until January 1, 2018 Time: 1pm to 10pm Venue: G/F, North Tower, Kornhill Plaza</p>
<p>Redemption of Kornhill Plaza X FLUFFY HOUSE Limited-Edition 2018 Calendar</p>	<p>Date: November 24, 2017 to January 1, 2018 Time: 10am to 10pm Venue: Concierge, G/F, North Tower, Kornhill Plaza Redemption method: Upon spending of HK\$800 or more in a maximum of two same-day printed electronic receipts at Kornhill Plaza, shoppers can redeem one Kornhill Plaza X FLUFFY HOUSE limited-edition 2018 Calendar. Gifts are limited and available on a first-come-first-served basis, while stocks last.</p>
<p>Miss Rainbow Ukulele Painting Workshop</p>	<p>Date: December 16, 17 and 23, 2017 Time: 4pm to 6pm (60 minutes per session, two sessions a day) Venue: G/F, North Tower, Kornhill Plaza How to join: Upon spending of HK\$1,000 or more in a maximum of two same-day printed electronic receipts at Kornhill Plaza, customers can register at Concierge to participate in the workshop once. Participants can take their hand-painted ukuleles home. Each session can accommodate up to 10 participants and there is a quota of 20 per day. Registration is on a first-come-first-served basis, while seats are available.</p>
<p>Kornhill Plaza X Kandy Music Show</p>	<p>Date: December 23, 2017 (Saturday) Time: 2pm to 3pm Venue: AEON STYLE East Gate, South Tower, Kornhill Plaza (Exit C of MTR Tai Koo Station)</p>
<p>Santa Claus in Town</p>	<p>Date: December 24 to 26, 2017 Time: 3pm to 5:30pm Venue: M/F, North Tower, Kornhill Plaza</p>

Appendix (2): The Peak Galleria Program Details

<p>FLUFFY HOUSE Music World</p>	<p>Date: Now until January 1, 2018 Time: 10am to 10pm Venue: The Peak Galleria</p>
<p>Fluffy Photo Mobile App</p>	<p>Date: Now until January 1, 2018 Content: Shoppers can download The Peak Galleria Exclusive Christmas Special-edition stickers. Download links: IOS: https://itunes.apple.com/hk/app/fluffy-photo/id1089065517?l=en&mt=8 Android: https://play.google.com/store/apps/details?id=com.fluffyhouse.photo&hl=en</p>
<p>FLUFFY HOUSE X The Art of Chocolate Series</p>	<p>Date: December 1, 2017 until January 1, 2018 Time: 10am to 9pm (Mondays to Fridays) 10am to 10pm (Saturdays, Sundays and Public Holidays) Venue: The Art of Chocolate Museum, Shop 208-209, Level 2, The Peak Galleria</p>
<p>Redemption of The Peak Galleria X FLUFFY HOUSE Limited Edition 2018 Calendar</p>	<p>Date: November 24, 2017 to January 1, 2018 Time: 10am to 10pm Venue: Concierge, G/F, The Peak Galleria Redemption method: Upon spending of HK\$300 or more in a maximum of two same-day electronic receipts and clicking “like” on The Peak Galleria Facebook page or “following” the official Instagram account, shoppers can redeem one The Peak Galleria X FLUFFY HOUSE limited-edition 2018 Calendar. Gifts are limited and available on a first-come-first-served basis, while stocks last.</p>
<p>Santa Claus in Town</p>	<p>Date: December 24 to 26, 2017 Time: 3pm to 5:30pm Venue: Level 1, The Peak Galleria</p>
<p>Musical Christmas</p>	<p>“Opera Performance” by Opera Hong Kong Date: December 23, 2017 Time: 3pm to 4pm Venue: Observation Deck, Level 3, The Peak Galleria</p>

* Gift redemption is available on a first-come-first-served basis, while stocks last.

* The above activities are subject to change or alteration without prior notice.

* For more details, please refer to in-mall promotional collateral or contact the Concierge.

Appendix (3): FLUFFY HOUSE X MACCHA HOUSE Themed Dessert and Drink Menu

KORNHILL PLAZA | 康怡廣場 x  x MACCHA HOUSE 薺抹茶館

Fluffy House Mixed Dorayaki	HK\$69
Fluffy House Maccha Tiramisu	HK\$54
Fluffy House Maccha Azuki & Shiratama Waffle Sundae	HK\$59
Fluffy House Maccha Chocolate Parfait	HK\$64
Fluffy House Maccha Cream Latte (Hot)	HK\$39
Fluffy House Maccha Latte with Brown Sugar Syrup (Hot)	HK\$39
Fluffy House Maccha Latte Float with Shiratama (Cold)	HK\$44
Fluffy House Maccha Caramel Latte (Cold)	HK\$44

