



For Immediate Release

**Fashion Walk's Fashion Intelligence Index
Reveals 2016 Fashion Trends
*Unique Fashion Snapshots from World-renowned Photographer
Jimmy Ming Shum***

(Hong Kong, May 12, 2016) For the second year in a row, Fashion Walk is launching its Fashion Intelligence Index which reveals the latest fashion styles for local trendsetters. This year, the Index is meant to inspire fashionistas in showcasing their personal fashion taste via their respective lifestyles. With various programs on the agenda, Fashion Walk fully supports the *Special Fashion Issue* by publisher W.W. which is headed by locally renowned design guru Joel Chu. International fashionistas are invited to share their distinctive fashion insights in this publication. They include Tina Isaac-Goize, former editor and current reporter of *VOGUE Paris*, Hiroyuki Kubo, founder and editor-in-chief of *Union*, popular hairstylist Charlie Le Mindu, world-renowned photographer Jimmy Ming Shum, and local fashion godfather Wyman Wong.

Learning from reputable global fashionistas is just the first step. Fashion Walk provides the ideal platform for local trendsetters to step up and wear their own best styles in the "SNAP@Fashion Walk" event on May 29 and June 5, 11 and 12. Jimmy Ming Shum, the photography master whose portfolio includes chic shots of well-known celebrities in New York and Tokyo, will be on hand with his camera to take portraits of local trendsetters. Fashionistas are also invited to upload snapshots of their best outfits taken at Fashion Walk to Instagram, with the hashtags #fashionintelligence and #hkfashionwalk from May 16 to June 15; the best shot will win a chance to appear on the cover of a fashion magazine. The winner will also be invited to attend the Paul Smith Fashion Week in London in September 2016, for an unrivalled experience at an international fashion event.

In addition, fashion followers can stand a chance to get their own Fashion Intelligence Index and win over a thousand fabulous prizes by taking the fashion sense quiz on the Facebook game. Winner may get a chance to attend the Vivienne Tam New York Fashion Week. Other exclusive opportunities are also offered to customers who spend a designated amount at Fashion Walk during the promotion period. For more program details, please refer to the appendix.

Fashion Walk launched the Fashion Intelligence Index in 2015 to unveil the latest trends as the landmark of fashion and style in the city. The Index has received various industry accolades, including five honors in the 2015 Kam Fan Awards. They are Bronze and Merit Awards under the "Outdoors (Field Marketing)" and "Print/Outdoors Crafts – Art

Direction” categories, two “Kam Fans” under the “Promo & Activation” and “Integrated” categories, as well as the most coveted accolade of all, the “Grand Kam Fan”. It also won the Silver Award in the Interactive category in the “2015 ONE SHOW Greater China Awards.

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.

For further information, please visit:

Website : www.fashionwalk.com.hk
Facebook : www.facebook.com/HK.FashionWalk
Sina Weibo : weibo.com/hkffashionwalk
Instagram : instagram.com/hkffashionwalk
Youtube : www.youtube.com/user/hkffashionwalk
Wechat : id= hkffashionwalk

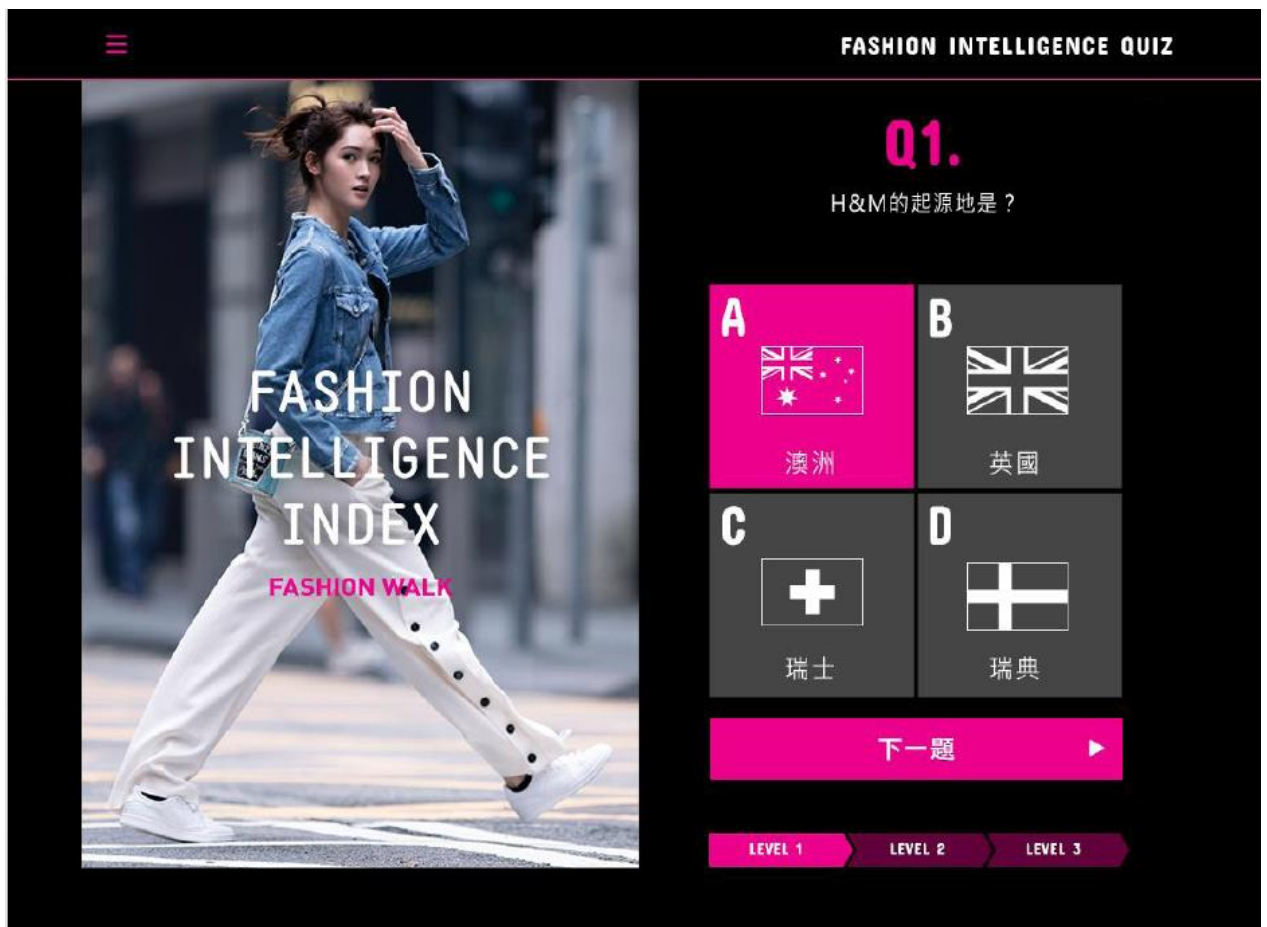
About Jimmy Ming Shum

Jimmy studied photography and film production at San Francisco Art Institute, Parsons School of Design and Pratt Institute in New York. His photographic works are found in the collections of “New Generation Photographers” at the Kiyosato Museum of Photographic Arts in Japan and Hong Kong Heritage Museum.

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Photo Caption



Fashionistas not only can get their own index by joining the Fashion Intelligence Index Facebook game but also stand a chance to attend the Vivienne Tam New York Fashion Week!

Appendix: Program Details

Event One: SNAP@Fashion Walk							
Date	<p><u>Snapshot by Jimmy Ming Shum</u> May 29, June 5, 11 and 12 2:30 p.m. to 5:30 p.m.</p> <p>Venue: Fashion Walk</p> <p><u>Upload Your Snapshot</u> May 16 to June 15</p>						
Details	<p>Be snapped by world-renowned photographer Jimmy Ming Shum or upload your snapshot taken at Fashion Walk by yourself to Instagram with hashtags #fashionintelligence and #hkfashionwalk. Fashionistas in the best outfits with unique character will get a chance to be featured in the <i>Fashion Walk 2016 Fashion Book</i>.</p> <p>The best snapshot will also have a chance to be on the cover of a fashion magazine and win two round-trip tickets to London and two tickets of the Paul Smith Fashion Show held in London in September, 2016. (Quota: 1).</p>						
Event Two: Fashion Walk Gift Redemption							
Date	May 16 to June 15						
Details	<table border="1"> <thead> <tr> <th><u>Spending</u></th> <th><u>Gift</u></th> </tr> </thead> <tbody> <tr> <td>HK\$3,000 to HK\$7,999</td> <td>Get snapped by photographer Jimmy Ming Shum plus a premium photo set (first four customers on the day)</td> </tr> <tr> <td>HK\$8,000 or above</td> <td>A bottle of Moët & Chandon Ice Imperial (75 cl) (first ten customers on the day)</td> </tr> </tbody> </table>	<u>Spending</u>	<u>Gift</u>	HK\$3,000 to HK\$7,999	Get snapped by photographer Jimmy Ming Shum plus a premium photo set (first four customers on the day)	HK\$8,000 or above	A bottle of Moët & Chandon Ice Imperial (75 cl) (first ten customers on the day)
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HK\$8,000 or above	A bottle of Moët & Chandon Ice Imperial (75 cl) (first ten customers on the day)						
Event Three: Fashion Intelligence Index Facebook Game							
Date	May 16 to June 15						
Details	<p>Join the Fashion Intelligence Index Facebook Game (fashioniq.campaignshk.com) and win a list of fabulous prizes:</p> <ul style="list-style-type: none"> - HK\$20 cash voucher from iCremeria (Quota: 1,000) - HK\$1,000 shopping voucher from brands at Fashion Walk (Quota: 46) - Two tickets of the Vivienne Tam New York Fashion Week and HK\$6,000 travel voucher (Quota: 1) 						

Terms and Conditions:

- Each original same-day machine-printed receipt and e-payment counterfoil can be used only once for the purpose of redemption.
- Daily quota applies. Gift redemption is on a first-come-first-serve basis and while stock lasts.
- 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 right to make all final decisions.