



## For Immediate Release

### **Fashion Walk Unveils First-ever Pets Rock Joint Campaign in Hong Kong**

(Hong Kong, July 12, 2017) This summer, Fashion Walk is proud to be pioneering a truly avant-garde project with the masterminds of British pop art brand, Pets Rock. The “Fashion Walk X Pets Rock” campaign, presents internationally-famous pets, not in their natural habitat, but transformed by ingenious make-overs into furry fashionistas modelling the hottest summer fashion items from five of Fashion Walk’s brands. To celebrate the arrival of Pets Rock in Hong Kong for the first time, special guests including local pop singer Ms. Kary Ng, Women’s Snooker World Champion Ms. Ng On-ye, Pets Rock founders Mr. Mark Polyblank and Mrs. Kate Polyblank, along with Hang Lung Properties’ Director – Leasing & Management Ms. Bella Chhoa and General Manager – Leasing & Management Ms. Katherine Lo, were invited to host the campaign launch ceremony.

British artists and founders of Pets Rock, Mr. Mark Polyblank and Mrs. Kate Polyblank, are collaborating with Fashion Walk tenants, agnès b., eGG, kate spade new york, Liger, and M·A·C Cosmetics, to transform five famous pets into five captivating characters, the classically beautiful “Breakfast”; the cool Gangnam artist “Korea”; the sparkingly sexy icon “Diamonds”; sophisticated socialite “Daisy”; and the unconventional yet undisputed queen-diva “GG”. These characters are all dressed in this season’s hottest fashion must-haves and latest makeup style, flaunting their unique sense of summer style. From now till August 15, a “Hall of Fame” has been set up at the Fashion Walk main block for the public to take a lingering look at the all-star line-up. Meanwhile, Pets Rock sculptures are on display at Paterson Street, where the city’s trendsetters are sure to enjoy immersing themselves in the whimsical world of pets with the most exquisite style.

During the campaign period, customers spending HK\$2,000 or more at Fashion Walk, can redeem a Fashion Walk X Pets Rock document folder and one merchant cash coupon; while for spending over HK\$4,000 a Fashion Walk X Pets Rock tote bag can be redeemed; and for spending over HK\$8,000 a Fashion Walk X Pets Rock umbrella can be taken home as a souvenir. Meanwhile, Pets Rock merchandise is exclusively available for sale at Fashion Walk’s Shuki, and other Fashion Walk tenants, wanting to share in the Pet’s Rock vibe, are offering pet-themed items and special offers for customers from today through August 15.

To captivate all our trendsetting visitors with the world of Pets Rock, Fashion Walk has partnered with Meitu Inc. for the first time to roll out “Fashion Walk X Pets Rock” special photo frames, which can be found at the Meitu mobile app and which can transform users and their pets into pet celebrities with a simple click. During the campaign period, Pets Rock photos can be printed on the spot at a convenient photo booth. Several Meitu T8 mobile phones have been placed at 1/F of Fashion Walk main block together with Pets Rock props, so that visitors can enjoy an interactive selfie session with friends and family.

In addition, Fashion Walk will be working with the SPCA to host the first “Pet Charity Event” on August 12, where public figures will be invited to participate together with their beloved pets. All pet lovers are invited to join the interactive pet games and to purchase souvenirs, the proceeds from which will be donated to the SPCA. Please refer to the Appendix for more program details.

### **About Fashion Walk**

In a unique fusion of indoor and outdoor elements at the heart of Causeway Bay, enveloped by four vibrant streets – Great George, Paterson, Kingston and Cleveland – Fashion Walk is a 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 designers and labels are opening their flagship and concept stores here, including the first adidas Sports Performance Flagship Store (Causeway Bay) with fitness hub in the city, Asia’s largest H&M flagship store, the first overseas store of Japanese fashion store STUDIOUS, the first Hong Kong boutique of French fashion brand AML and the first Asian Brand Center of Fjällräven, together with a diverse array of culinary delights at Food Street, making Fashion Walk the home of 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](http://www.fashionwalk.com.hk)  
Facebook : [www.facebook.com/HK.FashionWalk](http://www.facebook.com/HK.FashionWalk)  
Sina Weibo : [weibo.com/hkfashionwalk](http://weibo.com/hkfashionwalk)  
Instagram : [instagram.com/hkfashionwalk](http://instagram.com/hkfashionwalk)  
YouTube : [www.youtube.com/user/hkfashionwalk](http://www.youtube.com/user/hkfashionwalk)  
WeChat : id= hkfashionwalk

### **About Pets Rock**

Launched in 2008 in London, Pets Rock’s characters are created by photographing pets, combined with pop culture, make-up, props, and the celebrity image. The Pets Rock phenomenon has spread quickly from its London base to a global network on online and

social media platforms. Pets Rock products, including chocolates, greeting cards, household products and technology accessories, can be found at the famous Galeries Lafayette, and trendy retailers.

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**Photo Caption (1)**



To celebrate the arrival of Pets Rock in Hong Kong for the first time, local pop singer Ms. Kary Ng (2<sup>nd</sup> from left), Women's Snooker World Champion Ms. Ng On-yee (1<sup>st</sup> from left), Pets Rock founders Mr. Mark Polyblank (1<sup>st</sup> from right) and Mrs. Kate Polyblank (2<sup>nd</sup> from right), along with Hang Lung Properties' Director – Leasing & Management Ms. Bella Chhoa (3<sup>rd</sup> from left) and General Manager – Leasing & Management Ms. Katherine Lo (3<sup>rd</sup> from right), were invited to host the campaign launch ceremony.

**Photo Caption (2)**



A “Hall of Fame” has been specially set up at Fashion Walk main block for the public to take a lingering look at the all-star line-up.

**Photo Caption (3)**



Pets Rock sculptures are on display at Paterson Street at Fashion Walk, where the city's trendsetters are sure to enjoy immersing themselves in the whimsical world of pets with the most exquisite style.

**Photo Caption (4)**

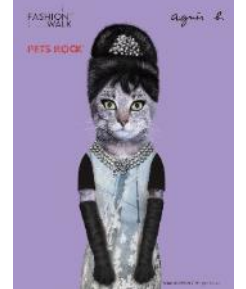





Customers spending designated amounts at Fashion Walk could redeem a series of Fashion Walk X Pets Rock souvenirs.

Please click [here](#) to download more high-resolution photos.

## Appendix

### More about “Fashion Walk X Pets Rock” characters

				
<b>Breakfast</b>	<b>Korea</b>	<b>Diamonds</b>	<b>Daisy</b>	<b>GG</b>
In an agnès b photoprint dress with an elegant diamond necklace plus a pair of classic black gloves for a simple, classic look, a perfect depiction of her refined demeanor.	Dressed in a bespoke blue suit with a dashing pair of eGG glasses, Gangnam celebrity, Korea, stays composed in his cooler than cool style.	Diamonds shines bright and caused quite a stir at Paterson Street as she donned a brand new kate spade new york ditsy floral maxi dress like the true sexy icon that she is.	Dressed in an extravagant shawl and a Liger striped dress, Daisy goes for a luxuriously confident look that’s sure to dazzle any cocktail party.	Diva GG takes the stage with her phenomenal fashion sense, pairing a white hair bow with an off-shoulder velvet fish tail dress amplified by her matte M·A·C Cosmetics red lips.

### Fashion Walk Tenant Special Offers

<u>Tenant</u>	<u>Special Offer</u>
agnès b.	Enjoy a complimentary HK\$100 cash rebate or redeem a SPORT B. collection gift item upon net spending of HK\$2,000 on regular-priced items. (Offer is subject to a limited quota.)
D-mop	Enjoy a HK\$500 discount upon net spending of HK\$3,500 on regular-priced items. (Offer is subject to a limited quota.)
kate spade new york	Find and snap the kate spade new york customized Pets Rock character and share the photo on your social media platform to redeem a delightful surprise from the outlet at Fashion Walk. (Gifts are limited by a quota.)
Kipling	Specially selected pet-themed items are on offer. Moreover, enjoy 12% off on regular-priced items and 5% off on discounted items.
Vivienne Tam	Specially selected pet-themed items are on offer. Moreover, enjoy 20% off on all items of the Panda collection. (Not applicable to Powerbanks collection.)
Francfranc, Melissa and Wildfire	Specially selected pet-themed items are on offer.

*Note: The above special offers cannot be used together with other on-going promotions by the tenants.*

### “Pet Charity Event”

Date: August 12 (Saturday)

Time: 3pm – 5pm

Venue: Cafe Match Box (G/F, 57 Paterson Street, Fashion Walk)

How to join: Register at [www.sPCA.org.hk](http://www.sPCA.org.hk) from July 24 onwards

### “Fashion Walk X Pets Rock” Charity Sale

Date: From now till August 15

Time: 10am – 11pm

Venue: Fashion Walk Concierge

<u>Product</u>	<u>Charity Price</u>
Fashion Walk X Pets Rock document folder	HK\$20
Fashion Walk X Pets Rock tote bag	HK\$100
Fashion Walk X Pets Rock umbrella	HK\$200

*Note: All proceeds from the charity sale will be donated to the SPCA*

### Gift Redemption

<u>Redemption Period</u>	<u>Spending Amount<sup>#</sup></u>	<u>Premium</u>
From now till August 15	HK\$2,000 – \$3,999	Fashion Walk X Pets Rock document folder and one merchant cash coupon
	HK\$4,000 – \$7,999	Fashion Walk X Pets Rock tote bag
	HK\$8,000 or above	Fashion Walk X Pets Rock umbrella

<sup>#</sup> A maximum of three same-date machine-printed electronic receipts can be accumulated for each redemption.

- Each eligible receipt can only be used once for the purpose of redemption.
- Gifts are available on a first-come-first-served basis, while stocks last.
- The above redemption is governed by the appropriate terms and conditions. Please contact Fashion Walk Concierge or visit [www.fashionwalk.com.hk](http://www.fashionwalk.com.hk) for more information.
- In case of any dispute, the decision of Hang Lung Real Estate Agency Limited shall be final and binding on all parties concerned.
- Programs and promotions are subject to change without prior notice.

## Exclusive Pets Rock Merchandise at Shuki

Shop address: Shop K6B, 1/F, Fashion Walk main block

Merchandise: Notebook, iPhone7/7+ phone case, tote bag, T-shirt, portable powerbanks, and cups



## Meitu mobile app special edition photo frame

“Fashion Walk X Pets Rock” special photo frames can be found on the Meitu mobile app to transform users and their pets into pet celebrities with a simple click.



Download link:

<https://drive.google.com/drive/folders/0B34do6p1XEz4ekZFTk1VOWF2Mms>