



For Immediate Release

Fashion Walk Proudly Expands Lifestyle Footprint at Kingston

Bringing trendsetting waves of shopping opportunities with exclusive brands

(Hong Kong, December 21, 2017) Crowned as Hong Kong’s mecca of style and a favorite of fashion lovers and trendsetters, Fashion Walk in Causeway Bay has introduced over ten new concept stores, flagship stores, and restaurants to 9 Kingston Street, providing a unique and inviting experience of stylish contemporary living. After starting its enhancement program in 2014, Fashion Walk has transformed itself into a one-of-a-kind fashion-forward lifestyle destination with an unparalleled shopping environment that embraces the best of indoor and outdoor shopping and dining experiences. The newly unveiled 9 Kingston Street welcomes over ten exclusive fashion brands, international houseware shops, and signature restaurants, offering stylish shoppers an immersive experience of life. The completion of 9 Kingston Street completes the rejuvenation of Causeway Bay’s iconic shopping hub across three main areas, namely Paterson, Kingston and Food Street, together forming a city of style with a truly global perspective on the latest trends in fashion, housewares, and dining.

The three main areas cover Great George Street, Paterson Street, Kingston Street, Cleveland Street and Food Street, offering numerous concept stores and flagship stores for style pioneers. Ms. Bella Chhoa, Director – Leasing & Management of Hang Lung Properties hopes that the re-opening of 9 Kingston Street can strengthen Fashion Walk’s position as Causeway Bay’s shopping, leisure, and lifestyle landmark. “Each of the three main areas of Fashion Walk sparkles with its own color. 9 Kingston Street welcomes over ten new concept stores, some of which are arriving in Hong Kong for the first time, marking their trust in Fashion Walk’s creativity. They include Japanese lifestyle store *ものもの* (Mono Mono), all-made-in-Japan fashion brand United Tokyo, and reasonably priced yet quality-guaranteed American furniture shop Ashley Furniture. A number of brands have also launched exclusive, limited-edition product lines at 9 Kingston Street, such as the PUMA Sample Suede sneaker by Michael Lau at the PUMA flagship store, with more to come from other brands.”

The all-new 9 Kingston Street masters its 100,000 sq. ft. of retail space, filling it with stylish trends in sports, daily products, dining, entertainment and more, heralding numerous firsts for Hong Kong, including the first Nike Running Experience Store and the biggest PUMA flagship store in the territory. All-made-in-Japan fashion brand United Tokyo also launched

its first store outside of Japan here, while global top furniture brand Ashley Furniture HomeStore from the U.S. initiated its entry into Hong Kong here in November, followed in December by the Hong Kong debut of lifestyle store ものもの (Mono Mono) at 9 Kingston Street. All of these brands and more are joined by the first local mini golf club, Strokes, and authentic Italian restaurant, PaPi, which came to 9 Kingston Street in the same month. And just in time to celebrate Christmas with shoppers, PlayStation® Game Experience Store, re-opened Italian restaurant EAT.it, and flower/houseware shop, AC Flower Gallery, are opening their doors at 9 Kingston Street. For information about new shops, please refer to the attachment.

About Fashion Walk

In a unique fusion of indoor and outdoor elements at the heart of Causeway Bay, embracing three vibrant streets – Paterson, Kingston and Food Street – 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, allowing connoisseurs of style 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 and Fitness Hub in the city, Asia’s largest H&M flagship store, the first overseas store of Japanese fashion retailer STUDIOUS, the first Hong Kong boutique of French fashion brand AML, and the first Asian Brand Center of Fjällräven, together with designer labels such as OFF-WHITE, MSGM, Mastermind World, and Y’s, and 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.

Please visit :

Website : www.fashionwalk.com.hk
Facebook : www.facebook.com/HK.FashionWalk
Weibo : weibo.com/hkfashionwalk
Instagram : instagram.com/hkfashionwalk
Youtube : www.youtube.com/user/hkfashionwalk

* * *

Media contact:

Wing Cheung
Corporate Communications Manager
(Media Relations)
(852) 2879-0360
WingKWCheung@hanlung.com

Sharon Cheung
Senior Officer
(Corporate Communications)
(852) 2879-6281
SharonCheung@hanlung.com


Photo Caption



Fashion Walk 9 Kingston Street welcomes numerous exceptional fashion brands, international houseware shops, and signature restaurants with style-initiating waves of shopping, leisure, and lifestyle options.

Attachment:

Introduction of Exceptional Concept Brands at 9 Kingston Street

<p>AC Flower Gallery</p>  A photograph of the interior of the AC Flower Gallery shop. The shop has a modern, glass-fronted entrance with a sign that reads "AC FLOWER GALLERY". The interior is filled with various plants, including potted plants and hanging plants. There are also some decorative items and a staircase visible in the background.	<p>Newly opened</p>
---	---------------------

AC Flower Gallery imports various plants from around the world and provides a broad range of chic housewares for homes and offices, adding a splash of green to the urban cityscape.

Address: Shop G7, G/F, 9 Kingston Street, Fashion Walk, Causeway Bay
Tel: 2918 1698

Ashley Furniture HomeStore

Newly opened



Established in the U.S. in 1945, Ashley Furniture HomeStore has branches in over 123 countries including Australia, Japan, Russia, and Korea, and is renowned for creating high quality furniture pieces at reasonable prices. The flagship in Fashion Walk is its first branch in Hong Kong.

Address: Shop D, G/F, 9 Kingston Street, Fashion Walk, Causeway Bay
Tel: 2570 0307

EAT.it

Newly re-opened



Set up by renowned Italian chef Gianni Caprioli, the re-opened EAT.it is a casual Italian restaurant which flies-in high-quality ingredients direct from Italy. The new store not only provides outdoor tables perfect for various gatherings but is also launching new menus.

Address: Shop J, G/F, 9 Kingston Street, Fashion Walk, Causeway Bay
Tel: 2489 8822

ものの (Mono Mono)

Open on 8
December



Managed by AEON Hong Kong, the new concept lifestyle department store Mono Mono comes to Hong Kong for the first time with over 7,000 products including Japanese daily products, pet products and food, coffee roasting items, health and beauty items, and cooking utensils.

Address: Shop C, G/F, 9 Kingston Street, Fashion Walk, Causeway Bay
Tel: 2452 3700

Nike Running Experience Store

Opened



Nike Running Experience Store is Hong Kong's first running experience shop with all-new running products and running-gesture analysis services to help runners gain an insight into their own gestures and habits for the best equipment. Experience Store incorporates a lot of local elements to build a sense of belonging for runners. The weekly run-leading event is absolutely the best gathering for local runners.

Address: Shop 4, 1/F and G/F, 9 Kingston Street, Fashion Walk, Causeway Bay
(Cleveland Street Entrance)
Tel: 2174 6938

PaPi

Open on 17
December



PaPi is an authentic Italian catering brand with Pasta and Pizza (from which the restaurant gets its name) all handmade, and Chichetti as its delicious signature dish. Wine feasts by guest-chefs and “All-by-Chef” cuisines also bring surprises for customers, not to mention their fun pasta-making courses.

Address: Shop K, G/F, 9 Kingston Street, Fashion Walk, Causeway Bay
Tel: 2808 0820

PlayStation® PlayGround

Newly opened



The New PlayStation® Game Experience Store offers various newest exceptional PS4 and PS VR game trials including the widely talked “Spider-Man: Homecoming” and “Justice League” VR Experience. The onsite e-shop provides Christmas-limited shopping offers. The “Star Wars” series is ready to be picked-up there too.

Address: Shop G5-6, G/F, 9 Kingston Street, Fashion Walk, Causeway Bay
Tel: 2341 2356 (customer hotline)

PUMA

Newly opened



The PUMA flagship store at Fashion Walk has two floors where chic fans of design and sports culture can enjoy shopping. The store even offers various popular products including PUMA Select and Fenty, and has just launched PUMA Sample Suede by Michael Lau. The newest Creeper series will be made available here first, from 14 to 20 December.

Address: Shop F, G/F and whole 1/F, 9 Kingston Street, Fashion Walk, Causeway Bay
Tel: 2336 8783

StrokesOpen on 23
December

Strokes is Hong Kong's first local mini golf club providing both individual and group leisure options, including two nine-hole golf courses, multi-functional activity space, lifestyle product shops and exhibitions, plus creative food and healthy fruit tea, and a well-stocked bar for after-work relaxation with friends.

Address: Shop G2-3, 1/F, 9 Kingston Street, Fashion Walk, Causeway
Tel: 2877 1800

United Tokyo (First Overseas Shop)

Newly opened



As a part of the brand-family of Tokyo Base and STUDIOUS, United Tokyo is popular among seekers of simple, stylish clothing made to exceptionally high standards of quality. All products are made in Japan with even the shop designed by famous Japanese architects Makoto Tanijiri and Ai Yoshida, who used Japanese future as the center of their design concept. A comprehensive range of men's and women's wear is available at the brand's first Hong Kong store.

Address: Shop D, G/F, 9 Kingston Street, Fashion Walk, Causeway
Tel: 2612 9977