

## SHKP Malls present diverse Christmas festive themes

### 新地商场营造各式圣诞风情

In preparation for Christmas, a traditional peak season for the retail industry, the Group's shopping malls are offering diverse Christmas thematic installations, comprehensive promotions and spending reward campaigns to attract shoppers, generate more business opportunities for tenants, and create a festive atmosphere in its malls.



IFC Mall, Central 中环国际金融中心商场

#### Hong Kong

##### Splendid winter-style installations

The Group's IFC Mall, in Central, takes customers on a European-inspired railroad journey on the *Orient Express*. Over 80 artefacts and old photographs related to the *Orient Express* are on display, and the train installations design is based on the original 1930s trains, making them highly restorative. In addition, YOHO Mall, in Yuen Long, makes visitors feel as if they are in a mysterious, dreamy forest by presenting fantasy scenes using light and shadow techniques. The atrium of YOHO Mall II has a giant 4.5-metre-tall eternal Christmas flower, and its outdoor garden has various spots for photo-taking. Park Central, in Tseung Kwan O, along with its co-host, the Korea Tourism Organisation, set up large-scale snowy interactive installations and games, and a dreamy snowscape for customers to take photos.

##### Toy-animation themed installations to welcome Christmas

APM, in Kwun Tong, created a festive winter town for the recently popular 'Lulu The Piggy', including a 10 foot-tall Magnificent Lulu Christmas Tree, and 3D hologram interactive games. Members of The Point by SHKP can redeem points for a 'Lulu The Piggy' blind box. MOKO, in Mong Kok East, is full of miffy decorations; customers can take photos with a three-metre-tall miffy and her friends, and capture this adorable bunny on the first and fourth floors. The ULTRAMAN Space Station, from the popular ULTRAMAN, has been moved to Mikiki, in Kowloon East. In addition to the four-metre-tall ORIGINAL ULTRAMAN, who came to Hong Kong from Japan for its first display here, there is an ULTRAMAN 360° Panorama Camera and a Pop-up Store.



YOHO Mall, Yuen Long 元朗形点



Park Central, Tseung Kwan O 将军澳中心

##### Modern art-style festive installations

Tai Po Mega Mall, in association with British graffiti artist Jon Burgerman, has turned the mall into an Art Jam playground, with a 15-foot-tall Giant Pizza Christmas Tree and a carousel, providing a colourful and dazzling sight for visitors. V City, in Tuen Mun, invited Brazilian pop artist Romero Britto to create a wonderful Xmas Circus, with many interactive installations, making visitors feel like they are at a carnival.

为迎接圣诞节这个传统零售旺季，集团旗下主要商场均添上不同主题的圣诞特色装置，并举办多元化推广活动和推出消费奖赏优惠，令商场增添节日气氛，以带动人流，助租户创造商机。

#### 香港

##### 丰富多彩的冬日风情

集团位于中环的IFC商场带顾客走进充满欧陆风情的“东方快车”铁道之旅。场内展出80多件来自东方快车的珍贵文物和旧照片，而列车装置更以1930年代的原始火车为设计蓝本，还原度极高。此外，位于元朗的YOHO MALL通过光影技艺呈现奇幻场景，让人犹如置身于神秘又梦幻的森林中；二期中庭则有一朵4.5米高的巨型圣诞花，而户外园林也有多个打卡位。至于位处将军澳的将军澳中心则与韩国旅游发展局合作，在场内设置大型冰雪互动装置和游戏，还有梦幻雪境让顾客尽情拍照。

##### 玩具动漫主题迎圣诞

位处观塘的APM为近期广受欢迎的“罐头猪 LuLu”打造了节日限定的冬日小镇，包括有10呎（约3米）高的罐头猪圣诞树，以及3D全息投影互动游戏等。The Point by SHKP 会员更可以利用积分兑换罐头猪 LuLu盲盒。至于在旺角东的MOKO 新世纪广场则遍布米菲兔的踪影，顾客除了可以与三米高的米菲兔及其好友拍照外，也可以到一楼及四楼“捕获”这只人见人爱的小兔。至于深受大家欢迎的奥特曼则将“超人太空站”搬到九龙东的Mikiki，场内除有四米高的初代奥特曼首次由日本来港坐镇外，也设有“奥特曼超人360°全景摄影装置”和期间限定店。

##### 现代艺术风节日装置

大埔超级城联手英国鬼才涂鸦大师Jon Burgerman，将商场变成Art Jam游乐场，包括15呎（约4.6米）高的Pizza圣诞树和旋转木马打卡点等，彩色缤纷令人目不暇接。在屯门的V City则邀请巴西流行艺术家Romero Britto，打造了色彩满满的圣诞马戏团，场内有不少互动装置，令人仿如置身嘉年华之中。



V City, Tuen Mun 屯门V City



MOKO, Mong Kok 旺角MOKO新世纪广场



Tai Po Mega Mall, Tai Po 大埔超级城



Mikiki, Kowloon East 九龙东Mikiki





APM, Kwun Tong 观塘APM

## Mainland

Among the Group's shopping malls in Shanghai, Shanghai IFC Mall has been transformed into a dreamy Arctic Christmas World during the Christmas period. A giant LED screen displays the magnificent aurora belt, with an exquisite Arctic Holiday Home, as well as large, interactive Christmas Swing Bells and sparkling lighting installations, providing customers with a Sparkling Christmas Aurora Ceremony; One ITC presents a series of amazing celebratory events and special offers from the mall's tenants. There are festive and fashionable Christmas decorations inside and outside the mall: The Starry Heart light installation will light up the night sky in the outdoor area, while the interior of the mall will feature the Pop-up Makeup Stand and Gorgeous Photo Station. In addition, IAPM invites five internationally renowned designers to create new dresses for the popular toy doll Neo Blythe, presenting a winter-festive banquet that combines design aesthetics and art toys. Customers can take a close look at the Blythe 20th Anniversary Treasure Collection.

In Guangzhou, IGC has teamed up with an internationally renowned artist and turned the mall into a fashionable stage. Among a fantasy carousel, perfumes, crystal walls of flowers, and AR photo booths, the nearly four-metre-tall Bloom Belles, made of nearly a thousand deep red roses, is the centre of attention, a gorgeous sight for visitors to behold; Parc Central in Guangzhou provides a technical combination of music and art, presenting five sound and light electric art installations. The rooftop garden has been transformed into a Planet with stars, roses and music, with thousands of romantic rose lamps clustered around visitors. In addition, customers can use their smartphones to access the Parc Central WeChat mini programme to experience the special effects of a romantic AR snowfall.



One ITC, Shanghai 上海市ITC一期



IAPM, Shanghai 上海市环贸IAPM



Parc Central, Guangzhou 广州市天环



IGC, Guangzhou 广州市IGC



Shanghai IFC Mall, Shanghai 上海市上海国金中心商场

## 内地

集团旗下位于上海的商场，其中上海国金中心商场于圣诞期间化身北极梦幻世界，一幅大型LED弧形巨幕展示瑰丽极光带，加上精致的北极度假屋，及大型互动圣诞铃和幻彩灯光装置等，为客人带来“璀璨圣诞极光盛典”。还有One ITC 商场联袂租户推出系列精彩活动及礼遇。商场内外则以圣诞美妆点缀：户外区域以STARRY HEART灯光装置点亮夜幕，场内则有“焕颜惊喜相片站”和“美妆Pop up”装置。此外，环贸IAPM 商场邀请五位国际知名设计师，为深受受欢迎的玩具人偶Neo Blythe打造全新礼服，带来结合设计美学与潮玩收藏的冬日舞会，让顾客近距离欣赏Blythe 20周年系列宝藏展品。

至于广州的IGC与国际知名艺术家合作，将商场打造成时尚舞台。除有梦幻旋转木马、香水、水晶花墙和AR拍照区等打卡点外，由近千朵深红玫瑰镶嵌的四米高花裙女孩更是全场焦点，华丽触目。广州天环以机械结合音乐艺术，带来五大声光电艺术装置，顶层花园也变身成空中星光玫瑰音乐星球，让游人被数千朵浪漫玫瑰灯簇拥。此外，顾客更可以智能手机登陆“天环小程序”，体验AR浪漫飘雪特效。