

# SHKP Malls present diverse Christmas festive themes

## 新地商場營造各式聖誕風情

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 中環國際金融中心商場

### 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.



YOHO Mall, Yuen Long 元朗形點

#### 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 ten-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.



Park Central, Tseung Kwan O 將軍澳中心

#### 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.

為迎接聖誕節這個傳統零售旺季，集團旗下主要商場均添上不同主題的聖誕特色裝置，並舉辦多元化推廣活動和推出消費獎賞優惠，令商場增添節日氣氛，以帶動人流，助租戶創造商機。

### 香港

#### 豐富多采的冬日風情

集團位於中環的IFC商場帶顧客走進充滿歐陸風情的「東方快車」鐵道之旅。場內展出80多件來自東方快車的珍貴文物和舊照片，而列車裝置更以1930年代的原始火車為設計藍本，還原度極高。此外，位於元朗的YOHO MALL透過光影技藝呈現奇幻場景，讓人猶如置身於神秘又夢幻的森林中；二期中庭則有一朵4.5 米高的巨型聖誕花，而戶外園林也有多個打卡位。至於位處將軍澳的將軍澳中心則與韓國觀光公社合作，在場內設置大型冰雪互動裝置和遊戲，還有夢幻雪境讓顧客盡情拍照。

#### 玩具動漫主題迎聖誕

位處觀塘的APM為近期廣受歡迎的「罐頭豬 LuLu」打造了節日限定的冬日小鎮，包括有十呎高的罐頭豬聖誕樹，以及3D全息投影互動遊戲等。The Point會員更可以利用積分換領罐頭豬 LuLu盲盒。至於在旺角東的MOKO 新世紀廣場則遍佈miffy的蹤影，顧客除了可以與三米高的miffy及其好友拍照外，也可以到一樓及四樓「捕獲」這隻人見人愛的小兔。至於深受大家歡迎的吉ULTRAMAN則將「超人太空站」搬到九龍東的Mikiki，場內除有四米高的超人吉田首次由日本來港坐鎮外，也設有「ULTRAMAN 超人360° 全景攝影裝置」和期間限定店。

#### 現代藝術風節日裝置

大埔超級城聯乘英國鬼才塗鴉大師Jon Burgerman，將商場變成Art Jam遊樂場，包括15呎高的Pizza聖誕樹和旋轉木馬打卡位等，彩色繽紛令人目不暇給。在屯門的V City則邀請巴西流行藝術家Romero Britto，打造了色彩滿溢的聖誕馬戲團，場內有不少互動裝置，令人仿如置身嘉年華之中。



V City, Tuen Mun 屯門V City



MOKO, Mong Kok 旺角MOKO新世紀廣場



Tai Po Mega Mall, Tai Po 大埔超級城



Mikiki, Kowloon East 九龍東Mikiki





APM, Kwun Tong 觀塘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 上海市環貿IAPM



Parc Central, Guangzhou 廣州市天環



IGC, Guangzhou 廣州市IGC



Shanghai IFC Mall, Shanghai 上海市上海國金中心商場

## 內地

集團旗下位於上海的商場，其中上海國金中心商場於聖誕期間化身為北極夢幻世界，一幅大型LED弧形巨幕展示瑰麗極光帶，加上精緻的北極度假屋，及大型互動聖誕鈴和幻彩燈光裝置等，為客人帶來「璀璨聖誕極光盛典」。還有One ITC 商場聯袂租戶推出連串精采活動及禮遇。商場內外則以聖誕美妝點綴：戶外區域以STARRY HEART燈光裝置點亮夜幕，場內則有「煥顏驚喜相片站」和「美妝Pop up」裝置。此外，環貿IAPM商場邀請五位國際知名設計師，為深受歡迎的玩具人偶Neo Blythe打造全新禮服，帶來結合設計美學與潮玩收藏的冬日舞會，讓顧客近距離欣賞Blythe 20周年系列寶藏展品。

至於廣州的IGC與國際知名藝術家合作，將商場打造成時尚舞台。除有夢幻旋轉木馬、香水、水晶花牆和AR拍照區等打卡位外，由近千朵深紅玫瑰鑲嵌的四米高花裙女孩更是全場焦點，華麗觸目。廣州天環以機械結合音樂藝術，帶來五大聲光電藝術裝置，頂層花園亦變身成空中星光玫瑰音樂星球，讓遊人被數千朵浪漫玫瑰燈簇擁。此外，顧客更可以智能手機登陸「天環小程序」，體驗AR浪漫飄雪特效。