

Festive malls crowded with shoppers

集团商场节日气氛浓厚 吸引购物人潮

The Group's shopping malls featured an array of promotions on different themes to offer fun-filled shopping and leisure over the past Christmas, New Year's Eve and Chinese New Year to locals and visitors. The malls were packed with throngs of seasonal shoppers and some malls recorded significant increases in traffic.



Fantasy Christmas

APM had British artist Robert Bradford and local stage designer Benfi Sum create a giant Santa Bear sculpture using 'upcycled' material to mark the joyful season, while Tai Po Mega Mall had the delightful Paddington Bear and Shanghai IFC Mall featured lovely Disney Tsum Tsum characters debut in the mainland with their own pop-up stores and limited-edition merchandise for loyal fans.

Countdown parties

There were large New Year's Eve mall parties with pop stars singing and dancing to entertain the crowds. East Point City had superstar Leon Lai and hot local idols. New Town Plaza featured Joyce Cheng, Taichi Band and RubberBand, plus high-flying acrobatics by the Russian Bar Trio. WTC More had a special appearance by Korean pop star Ko Gyung Pyo, Korean Hip Hop dance team Purplow, Ng Yip-kwan and others. The YOHO Mall party was led by the popular Grasshopper, C AllStar and Dear Jane.



Welcoming the Year of the Rooster

The Year of the Rooster got a big welcome at IFC Mall with huge hand-knitted Chinese New Year lions, peach blossoms and a candy box by knitting artist Annie Wong, while V City had a miniature Chinese New Year market, singing contest and lion dance. IAPM had crowing Rooster installations by Milanese furniture designer Ryan Frank. Beijing APM featured a peach blossom orchard with a peacock made of LEDs and shoppers could hang New Year wishes on peach blossoms. The new PopWalk and IGC both staged lion dances for their first Chinese New Year to bring luck and prosperity.





在刚过去的圣诞节、除夕和农历新年期间，集团旗下商场以不同主题作布置，举办多元化推广活动，为市民及游客带来精彩的购物、休闲体验，吸引大量游人光临，人流畅旺，部分商场的人流更有显著升幅。

缤纷圣诞

在普天同庆的圣诞节，APM邀请英国“升级再造达人”Robert Bradford与本地资深舞台设计师Benfi Sum合作，塑造大型圣诞小熊装置。大埔超级城以卡通人物柏灵顿宝宝熊作装置主题，上海国金中心商场则为内地首次带来迪士尼Tsum Tsum家族装置，场景活泼可爱，期间限定店及独家精品更为粉丝带来惊喜。

除夕狂欢

在除夕夜，多间商场安排了重量级免费倒数活动，邀请红星劲歌热舞，商场内人山人海，气氛热闹。东港城邀请到天王黎明及多位人气偶像；新城市广场有郑欣宜、太极乐队及RubberBand，并有Russian Bar Trio表演高难度空中特技；WTC More特别请来韩国红星高庚杓、韩国人气Hip Hop女团Purplow及吴业坤等；形点则有大热组合草蜢、C AllStar及Dear Jane。



齐贺鸡年

农历新年期间，各商场举办不同活动，与游人贺新春。国际金融中心商场邀请编织设计师黄玉婷合作，以针织品打造巨型醒狮、桃花及新春贺年全盒贺岁。V City特设年货市集，方便顾客选购年货，并举办歌唱比赛及醒狮表演等节目。环贸IAPM邀请米兰著名家品设计师Ryan Frank制作以公鸡啼鸣为主题的艺术装置，喜庆祥和。北京APM以LED灯光构造出雀舞桃林的美景，游人更将新年愿望挂上桃花树许愿。于去年开业的天晋汇及IGC分别以醒狮表演迎接首个新春，寓意生意兴隆，一本万利。

