

## Festive malls crowded with shoppers

### 集團商場節日氣氛濃厚 吸引購物人潮

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.



Vcity



APM



PopWalk  
天晉



East Point City  
東港城





在剛過去的聖誕節、除夕和農曆新年期間，集團旗下商場以不同主題作佈置，舉辦多元化推廣活動，為市民及遊客帶來精采的購物、消閒體驗，吸引大量遊人光臨，人流暢旺，部分商場的人流更錄得顯著升幅。

### 繽紛聖誕

在普天同慶的聖誕節，APM邀請英國「升級再造達人」Robert Bradford與本地資深舞台設計師Benfi Sum合作，塑造大型聖誕小熊裝置。大埔超級城以卡通人物柏靈頓寶寶熊作裝置主題，上海國金中心商場則為內地首次帶來迪士尼Tsum Tsum家族裝置，場景活潑可愛，期間限定店及獨家精品更為粉絲帶來驚喜。

### 除夕狂歡

在除夕夜，多間商場安排了重量級免費倒數活動，邀請紅星勁歌熱舞，場內人頭湧湧，氣氛熱鬧。東港城邀請到天王黎明及多位人氣偶像；新城市廣場有鄭欣宜、太極樂隊及RubberBand，並有Russian Bar Trio表演高難度空中特技；WTC More特別請來韓國紅星高庚杓、韓國人氣Hip Hop女團Purple及吳業坤等；形點則有大熱組合草蜢、C AllStar及Dear Jane。





### 齊賀雞年

農曆新年期間，各商場舉辦不同活動，與遊人賀新春。國際金融中心商場邀請編織設計師黃玉婷合作，以針織品打造巨型醒獅、桃花及新春賀年全盒賀歲。V City特設年宵市集，方便顧客選購年貨，並舉辦歌唱比賽及醒獅表演等節目。環貿IAPM邀請米蘭著名家品設計師Ryan Frank製作以公雞啼鳴為主題的藝術裝置，喜慶祥和。北京APM以LED燈光構造出雀舞桃林的美景，遊人更將新年願望掛上桃花樹許願。於去年開業的天晉滙及IGC分別以醒獅表演迎接首個新春，寓意生意興隆，一本萬利。

