

Immediate Release

**“AFFECTION FOR LEE TUNG AVENUE” presenting an auspicious knotted dog  
Hangs traditional knotted light ornaments along LEE TUNG AVENUE**



**Image download :** <https://drive.google.com/open?id=1whwLe93VPS3F5iagPPa74UeZ7SGYkHsU>

(6 February 2018, Hong Kong) To celebrate the Year of the Dog, LEE TUNG AVENUE gives the ancient Chinese art form of knotting a fashionable twist, transforming LEE TUNG AVENUE’s grand promenade into “AFFECTION FOR LEE TUNG AVENUE”, complete with a four-metre-large knotted sculpture of a “Fortune Knot Doggie”, which represents luck, gratified and auspicious, made in collaboration with internationally recognised Chinese fashion designer Mr. Kavan Lau. At the same time, LEE TUNG AVENUE hangs more than 100 traditional Chinese knot lighting in silver and gold curtain lights, meaning the prosperous Chinese idiom – “Gold and silver bullion fill the house”, making LEE TUNG AVENUE one of Hong Kong’s must-visit in Chinese New Year – not to mention most Instagrammable – spots for Chinese New Year.

**Collaborates with International Fashion Designer for romantic “AFFECTION FOR LEE TUNG AVENUE”**

This Year, LEE TUNG AVENUE celebrates the New Year with traditional Chinese culture and contemporary approach, partnering with internationally renowned Chinese fashion designer Mr. Kavan Lau, who unites traditional Chinese lucky knots to create a giant “Fortune Knot Doggie” art installation and spread the blessings to every visitor at LEE TUNG AVENUE. Music and lighting shows will be presenting every 30 minutes from 6pm to 9pm every night, offering audiences an exceptional experience.

In addition, LEE TUNG AVENUE hangs different sizes of Chinese lucky knot lighting, adding a vibrant touch of red to the inspiring boulevard, wishing you and your loved ones a healthy and prosperous year ahead through the splendid lightings and magnificent peony blossom forest.

The four-metre-larged “Fortune Knot Doggie” stands proudly besides the Wishful Blessings Temple in the Central Piazza of LEE TUNG AVENUE. Two traditional giant Chinese wishing knots are welcoming and conceive to wish you all the best for the New Year in the temple. Shoppers can check out their 2018 fortune by scanning the QR code on the giant knot, and redeem a pack of “LEE TUNG AVENUE x Brook’s Café hand drip coffee” for free instantly.

### **Join the activities with your dog together in the Year of the Dog**

This year, LEE TUNG AVENUE and Hong Kong Dog Rescue have joint hands to organize a series of doggie-themed activities to raise funds and awareness for abandoned dogs and bring New Year prosperity to the needy animals. Donate HK\$50 at the “Wishful Charity Vending Machine” to support abandoned dogs and puppies, shoppers can receive a wishing knot accessory, hand-made by Chinese knot master from “The Greatest China Intangible Cultural Heritage Association”. The knot accessories include: Couple series, Pet and owner series, and Parenting series. All proceeds go to Hong Kong Dog Rescue, providing animals in need with much-needed help in the New Year and beyond.

Hong Kong Dog Rescue is holding Charity Sales on 23<sup>rd</sup> and 25<sup>th</sup> February (the 8th and 10th day of the first lunar year) and a Charity Dogathon on 25 February. Dog-lovers can donate HK\$100 to participate in the Charity Walk with their dog and receive a Lucky Bag.

Besides, from 1<sup>st</sup> February to 2<sup>nd</sup> March, snap your dog next to the “Fortune Knot Doggie” decoration and upload it to Instagram, hashtag #leetungavenue and #LTACNY, to get a chance to win a wonderful dog gift set.

### **Activities for Lunar New Year**

To prepare a lively and memorable Chinese New Year holiday for shoppers, a series of special activities can be enjoyed at LEE TUNG AVENUE, from the Lucky Twisted Balloon giveaway, to Fortune Knot DIY workshops. Mr. Li Ching Sui (李清緒), a famous calligrapher in Hong Kong and Ms. Packy Lai (青山不墨), a young 80s female calligraphy artist are bringing fortune messages and blessings to the public.

Over two Sundays in early February, Valentine's Day and from the first to the fourth day of Lunar New Year, LEE TUNG AVENUE is transforming into a musical avenue, with wonderful musical performances by Samson Band (「心信中樂團」 and 「心信弦樂團」).

LEE TUNG AVENUE proudly presents “Lion Dance Spectacular”, a traditional market opening ceremony at 11:00 a.m. on 27<sup>th</sup> February, 2017 (12th day of Chinese New Year). Visitors can enjoy the magnificent, eye-popping lion dance performance to receive good fortune in the Year of Dog. The God of Wealth and the lion dance team will be giving away gold chocolate coins and doggy dolls on the boulevard.

### **“SHOP FOR BLESSINGS WITH LOVE” at LEE TUNG AVENUE**

With the wide variety of shops and restaurants at LEE TUNG AVENUE and the formal opening of MTR

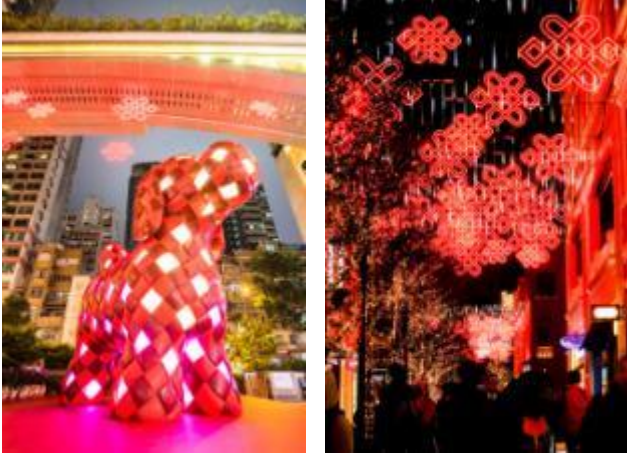



Wan Chai Station Exit D, , more convenient shopping and leisure activities will be provided to the public and travellers alike. In order to enable customers to shop New Year gifts and enjoy dining in a most favorable way, LEE TUNG AVENUE will bring a series of Chinese New Year shopping rewards.

Customers will be entitled to a New Year's Gift Set upon spending different amount, with electronic receipts from up to three of LEE TUNG AVENUE’S tenants from now to 2nd March, 2018.



LEE TUNG AVENUE is launching a major shopping offer with Bank of China (BOC). BOC card holders can enjoy 3% and 5% rebate upon HK\$500 spending at retail and F&B outlets respectively. At the same time, BOC card holders can earn a HK\$25 and HK\$50 cash voucher with cumulative spending of HK\$250 and HK\$500 on the same day respectively.

In additional, BOC credit card customers can enjoy Lunar New Year and Valentine's Day special offers at over 30 merchants during the promotion period. Among the featured privileges include: 25% off Bistro Seoul Main Menu, 40% off for the second box of Brook's Cafe New Year's Gift, buy-one-get-one-free for Oak Specialty Coffee and Fresh Chocolate Coffee (8 noz), 25% off for Omotesando Koffee Regular Price items, 30% discount on Vive Cake Boutique Mini cake and more. See the appendix for more offers.







| <b>“AFFECTION FOR LEE TUNG AVENUE” – Giant Fortune Knot Doggie &amp; Lucky knot lighting decoration</b> |   |
|---|---|
| Date  | 1 <sup>st</sup> February – 2 <sup>nd</sup> March, 2018  |
| Time  | 10am to 10pm<br><br>(There will also be a music and light show every 30 minutes from 6pm to 9pm every day)  |
| Details   | LEE TUNG AVENUE updates the ancient Chinese art form of knotting and gives it a contemporary, fashionable twist, complete with a four-metre-large knotted sculpture of a “Fortune Kot Doggie” made in collaboration with internationally recognised Chinese fashion designer Kavan Lau. At the same time, LEE TUNG AVENUE hangs more than 100 traditional Chinese knotted lights with silver and gold curtain lights, meaning happiness and gold and silver bullion fill the house. |

|  |  |
|--|--|
|  |    |
| Venue                                  | Central Piazza @ Lee Tung Avenue & along the sky   |
| <b>Wishful Charity Vending Machine</b> |  |
| Date                                   | 1 <sup>st</sup> – 28 <sup>th</sup> February, 2018  |
| Time                                   | 10am to 10pm   |
| Details                                | <p>Donate HK\$50 at the “Wishful Charity Vending Machine” to support abandoned dogs and puppies, and receive a wishing knot accessory,, hand-made by a master of The Greatest China Intangible Cultural Heritage Association.</p>  <p><b>Couple series –</b><br/>The Lady version square knot weaving blaze with a rose knot blesses for a merry relationship; where the male version “Ping On” Knot protects your love and relationship.</p>  <p><b>Parenting series –</b><br/>“Good Fortune” knot brings you and your family best wishes and blissfulness throughout the New Year.</p>  <p><b>Pet and owner series –</b><br/>5 colourful knots signify 5 fortunes of longevity, wealthy, healthy, virtue and happiness to you and your pet.</p> |



|   |   |
|---|---|
| Venue                                     | Central Piazza @ Lee Tung Avenue  |
| <b>Hong Kong Dog Rescue Charity Sales</b> |   |
| Date                                      | 23 <sup>rd</sup> and 25 <sup>th</sup> February, 2018 (Friday and Sunday)  |
| Time                                      | 12nn to 9pm   |
| Details                                   | Selling animal-related products in the Charity Sales to bring New Year prosperity to the needy animals.                                 |
| Venue                                     | Johnston Road entrance to LEE TUNG AVENUE   |
| <b>A Year of Dog Charity Walk</b>         |   |
| Date                                      | 25 <sup>th</sup> February 2018 (Sunday)   |
| Time                                      | 3pm to 3:30pm   |
| Details                                   | Donate HK\$100 to participate in the Charity Walk, make a wish under the "Fortune Knot Doggie" decoration and also receive a Lucky Bag. |
| Venue                                     | Central Piazza @ Lee Tung Avenue & along the street   |





|  |   |
|--|---|
| <b>“SHOP FOR BLESSINGS WITH LOVE” Gift Redemption – Phrase 1</b> |   |
| Date   | 1st February – 15 <sup>th</sup> February 2018   |
| Redemption period  | 10am to 10pm  |
| Redemption location  | Customer Service Centre, Basement 1/F@ Lee Tung Avenue  |
| Redemption details   | <p>Customers will be entitled to a New Year's Gift Set upon spending different amount, with electronic receipts from up to three of LEE TUNG AVENUE's tenants.</p> <ul style="list-style-type: none"> <li>Spending over HK\$600 can redeem for a set of “Wishful Lucky” and “Happy Blossoms” Red Packet, which traditional design is good to be used on the New Year's reunion and wedding feast.</li> </ul>  <ul style="list-style-type: none"> <li>Spending over HK\$1,200 to redeem a set of “Wishful Lucky” and “Happy Blossoms” Red Packet and a mini wishful puppy doll.</li> </ul>  <ul style="list-style-type: none"> <li>Spending over \$3,000 to redeem a set of “Wishful Lucky” and “Happy Blossoms” Red Packet, a mini wishful puppy doll, and a gift box by</li> </ul> |

|  |  |
|--|--|
|  | <p>Gong Fu Tea House.</p>  <p><i>*Limited daily while stock lasts</i></p> |
|--|--|

| “SHOP FOR BLESSINGS WITH LOVE” Gift Redemption – Phrase 2 |  |
|---|--|
| Date  | 16 <sup>th</sup> February – 2 <sup>nd</sup> March 2018   |
| Redemption period   | 10am to 10pm   |
| Redemption location                                       | Customer Service Centre, Basement 1/F@ Lee Tung Avenue   |
| Redemption details  | <p>Customers will be entitled to a New Year's Gift Set upon designated spending different amount, with electronic receipts from up to three of LEE TUNG AVENUE’s tenants.</p> <ul style="list-style-type: none"> <li>Spending over HK\$600 can redeem a “Fortune Knot Doggie” Monitor Cleaner            </li> <li>Spending over HK\$1,200 to redeem a “Fortune Knot Doggie” Monitor Cleaner and a mini wishful puppy doll             </li> <li>Spending over HK\$3,000 to redeem a “Fortune Knot Doggie” Monitor Cleaner, a mini wishful puppy doll and a gift box by Gong Fu Tea House.              </li> <li>Spending over HK\$5,000 to redeem a limited edition of “Fortune Knot Doggie” Lai See Clutch Bag</li> </ul> |

|  |   |
|--|---|
|  |  <p><i>* Limited daily while stock lasts</i></p> |
|--|---|

| <b>AFFECTION FOR LEE TUNG AVENUE: Music Performance</b>      |   |
|--|---|
| Date   | 4 <sup>th</sup> , 11 <sup>th</sup> , 14 <sup>th</sup> , 16 <sup>th</sup> – 19 <sup>th</sup> February 2018   |
| Time   | 3pm - 6pm (14 <sup>th</sup> February 2018: 6pm - 9pm)   |
| Details  | <p>Over two Sundays in early February, Valentine's Day and from the first to the fourth day of Lunar New Year, LEE TUNG AVENUE will be transformed into a musical avenue</p> <div style="text-align: center;">  </div>  |
| Venue  | Central Piazza @ Lee Tung Avenue  |
| <b>AFFECTION FOR LEE TUNG AVENUE: Lion Dance Spectacular</b> |   |
| Date   | 27 <sup>th</sup> February 2018 (Tuesday)  |
| Time   | 11am  |
| Details  | <p>Visitors may enjoy the magnificent, eye-popping lion dance performance and boost their fortune and good luck in the Year of Dog. Audience may also receive gold coins from the God of Wealth and cute puppy puppets from the lion dance team.</p> <div style="text-align: center;">  </div> |
| Venue  | Central Piazza @ Lee Tung Avenue and along the street   |
| <b>Fortune Knots DIY Workshop</b>                            |   |
| Date   | 3 <sup>rd</sup> - 4 <sup>th</sup> , 10 <sup>th</sup> – 11 <sup>th</sup> February, 2018  |
| Time   | 4pm – 5pm   |
| Details  | Workshop tutor: Mrs. Mui, the Master of knot art  |

|   |   |
|---|---|
|   |    |
| Venue                                     | Central Piazza @ Lee Tung Avenue  |
| Registration                              | Register at <a href="mailto:Itapromotion@leetungavenue.com.hk">Itapromotion@leetungavenue.com.hk</a> for FREE<br>*15 persons per session, first come first served   |
| <b>Fortune Fai Chun Giveaway</b>          |   |
| Date                                      | 4 <sup>th</sup> , 10 <sup>th</sup> , 11 <sup>th</sup> and 13 <sup>th</sup> February, 2018   |
| Time                                      | 3pm to 6pm  |
| Details                                   | LEE TUNG AVENUE will also invite Mr. Li Ching Sui (李清緒), a famous calligrapher in Hong Kong, and Ms. Packy Lai (青山不墨), a young 80s female calligraphy artist, to bring fortunate messages and blessings to the public<br>  |
| Venue                                     | Central Piazza @ Lee Tung Avenue  |
| <b>Lucky Twisted Dog Balloon Giveaway</b> |   |
| Date                                      | 16 <sup>th</sup> – 19 <sup>th</sup> February, 2018 (From 1 <sup>st</sup> to 4 <sup>th</sup> day of the first lunar month)   |
| Time                                      | 3pm to 6pm  |
| Details                                   |    |
| Venue                                     | Along LEE TUNG AVENUE   |

– The End –

#### Appendix

#### Bank of China Credit Card Customers Exclusive New Year Offer:

|              |   |
|--------------|---|
| Benefit      | By spending over HK\$480 to enjoy a FREE 5-minute Perfect Mascara Matching service, upon completion of the service customer, will receive a BADgal BANG! Mascara sample |
| Bistro Seoul | 10% discount for A la carte   |
| Brook's Cafe | 2018 New Year gifts set – buy the second box for 40% off  |
| Catalo       | 10% discount on regular price for natural nutritional supplements   |
| Florté       | 5% discount on regular price items  |



|                    |  |
|--------------------|--|
| Forever Couple     | 10% discount on regular price items  |
| GaZ Accessories    | 10% discount on regular price items  |
| Ginza West         | 5% discount on all items   |
| Givres             | A special offer of HK\$88 to purchase Valentine's Day special edition rose ice cream (4 flavors)                                   |
| Gong Fu Teahouse   | Enjoy 10% OFF, upon HK\$500 or more spending of amount. Excluding special items  |
| Gu Fah Bakery      | 10% discount on regular price items  |
| H2 Cards           | 12% discount on regular price items  |
| HAY!               | 10% discount for A la carte  |
| Health Aims        | Get 10% off every 2-piece Alteya Organics Bulgarian Rose Water (100ml)   |
| La Bo La           | Spending over HK\$300 in the restaurant to redeem a dish of Vietnamese cold Rice-vermicelli with Sausage                           |
| Lucky Blossoms     | 10% discount on preserved Flower   |
| Moleskine          | 10% discount on regular price items  |
| Nail Bar           | 30% off on first trail   |
| O.A.K              | Latte/ Cappuccino/ Flat white buy one get one free (8 Oz)  |
| Phd Vision         | 25% discount on regular price on glasses and sunglasses  |
| Scent'sation       | 10% discount on facial and body care products<br>15% discount on Aromatherapy series   |
| Staedtler          | 10% discount on regular price items  |
| The Elephant       | A HK\$100 cash voucher will be given for any service   |
| The Elephant X     | A HK\$100 cash voucher will be given for any service   |
| THERMOS-ART PIECES | 1. 10% discount on regular price items (except vacuum cooker and gift box set)<br>2. 5% discount on vacuum cooker and gift box set |
| TWIST accessories  | Any purchase can redeem a gift set for free  |
| Vive Cake Boutique | 30% discount on regular price items  |
| Vivienne Tam       | Spending over Hk3,800 or above on regular price can get 10% discount   |

### About LEE TUNG AVENUE

LEE TUNG AVENUE unveils a 200-metre long, tree-lined walkway on Hong Kong Island. It is home to alfresco cafes, gourmet restaurants, and boutiques offering selected local and overseas fashion brands. LEE TUNG AVENUE is also a convenient urban intersection in south Wan Chai, which connects and revitalizes the community. LEE TUNG AVENUE has been critically acclaimed in the industry since its launch, and has won a number of awards, including the "Gold Winner of MIPIM Asia Awards 2016 for Best Retail Development", "Gold Winner of Marketing Magazine's PR Awards 2016 for Campaign of the Year", and "Bronze Winner of

Marketing Magazine's Marketing Excellence Awards 2016 for Excellence in Public Relations".



This press release was distributed by **Strategic Communications Consultants Limited (SCC)** on behalf of the **Lee Tung Avenue Management Company Limited**. For further media enquiries, please contact:

Strategic Communications Consultants Limited (SCC)

Ms. Tracee Wu

Tel: 2114 4347 / 6908 0705

Email: [tracee.wu@sprg.com.hk](mailto:tracee.wu@sprg.com.hk)

Fax: 2114 0880

Ms. Novell Chan

Tel: 2114 4342 / 9464 7480

Email: [novell.chan@sprg.com.hk](mailto:novell.chan@sprg.com.hk)

Fax: 2114 0880

Lee Tung Avenue Management Company Limited

Ms. Donna Wong

Tel: 2640 9199

Email: [donnawong@leetungavenue.com.hk](mailto:donnawong@leetungavenue.com.hk)

Ms. Emily Pun

Tel: 2640 9190

Email: [emilypun@leetungavenue.com.hk](mailto:emilypun@leetungavenue.com.hk)