

Immediate Release



**The Little Prince's French Romance Exhibiting at Lee Tung Avenue  
Showcasing the Classic Beauty of French Wedding**

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(25 July 2018, Hong Kong) The Little Prince has his rose, so do you and I. Have you treat your rose wholeheartedly? *"It is only with the heart that one can see rightly; what is essential is invisible to the eyes. Men have forgotten this truth."* Said the fox to The Little Prince. To remind lovers the importance of sincerity in relationships, **Lee Tung Avenue** is launching a French wedding campaign under the theme of 'Vintage Wedding Garden with The Little Prince' from 26 July to 26 August 2018 with a series of events theming with The Little Prince and French romance. Come and be a guest in The Little Prince's romantic world. Our 'The Little Prince Floral Art Rose Maze' at the Central Piazza with exquisite French style furniture set beside the garden is a must-visit venue for pre-wedding photos! The romance is extending to the French restaurant 'Junon' in Wan Chai, launched by **Hopewell Group** with the Cantopop singer **Hins Cheung**, offering an exclusive menu of The Little Prince French afternoon tea set! Moreover, collaborating for the first time with **Parc Antique & Lifestyle**, **Lee Tung Avenue** will set up French Wedding Mart and workshops showcasing French vintage style wedding decorations and items in two weekends, giving pre-weds some elegant and distinctive ideas for their big date.



**Make Your Wedding Unique with European Fashion**  
**Join Our French Wedding Mart & Workshops**

The vintage French wedding Mart at **Lee Tung Avenue** is surely a must-go for French-holics and pre-weds! This exclusive event is launching on 28 July, 29 July, 4 August and 5 August and is a first-ever collaboration with **Parc Antique & Lifestyle**, showcasing French vintage wedding gowns, accessories, furnishings and decorations. During the above dates, the classic French wedding dresses, customised thank you gifts, the storytelling perfumes and vintage lace accessories will be exhibited at **Lee Tung Avenue**. You can also create your own classic yet stylish embellishments for your wedding in our workshops! Free vintage photography service provided on selected dates will also be an excitement for lovers. Through the vintage themed events, **Lee Tung Avenue** celebrates the joy and romance of lovers, at the same time provides a chance for the public to chill out like a French.

**Be a Guest in The Little Prince's Garden**  
**Come into the Astonishing 'Floral Art Rose Maze'**

To all fans of The Little Prince: if you wish to learn more about this lovely boy with golden hair, walk along **Lee Tung Avenue** and there you will find various kinds of The Little Prince themed decorations and photo spots. The spotlight will fall on The Little Prince Floral Art Rose Maze at the Central Piazza with a splendid view of red roses, together with the carved The Little Prince figure, and the classical French dining tables and chairs set beside the garden, you will feel like travelling in France in the 1940s.

Remember to take a stroll along the boulevard and down the basement arcade, there you can find decorations with famous inspiring quotes written and story scenes illustrated. It's time to ponder over the words and the lessons for life again of this beloved French classic.

Couples are invited to join our Instagram game by uploading your picture with your loved one taken in the Floral Art Rose Maze during the promotional period, with hashtags #leetungavenue and #LTAWedding, check in 'Lee Tung Avenue 利東街' and follow us on Instagram to get a Givrés HK\$50 voucher. Available while stocks last. For the selected photo with 'love' fully expressed, the couple in the picture can get a 2-hour complimentary pre-wedding photo shooting service at **Lee Tung Avenue**, making sweet memories to remember.

**Exclusive The Little Prince French Afternoon Tea Set Menu**  
**A Limited-time Offer at Junon Restaurant**

The French romance will be extending to **Junon** – the restaurant launched by **Hopewell Group** with the Cantopop singer **Hins Cheung** early this year. This new establishment retains the vintage glamour of the first revolving restaurant in Hong Kong opened in 1967, it is part of the locals' precious collective memory. During the period from 3-26 August, **Junon** will be serving a limited menu of The Little Prince French afternoon tea set, you can now have a taste of this exquisite delicacy in an atmosphere dating back to half a century ago.

### The Classic French Wedding Workshops

Date	Workshops & Happenings	Time
28 July (Sat)	(1) Forever Couple Finger Measuring Workshop (2) French Antique Photo Booth	(1) 12:00nn to 7:00pm (2) 3:00pm to 6:00pm
29 July (Sun)	(1) Forever Couple Finger Measuring Workshop (2) Lucky Blossoms Handmade Preserved Rose Workshop (3) Floral Watercolor Painting Workshop	(1) 12:00nn to 7:00pm (2) 2:00pm to 3:00pm (3) 3:00pm to 4:00pm
4 Aug (Sat)	(1) Forever Couple Finger Measuring Workshop (2) French Antique Photo Booth	(1) 12:00nn to 7:00pm (2) 3:00pm to 6:00pm
5 Aug (Sun)	(1) Forever Couple Finger Measuring Workshop (2) Lucky Blossoms Handmade Preserved Rose Workshop (3) Western Calligraphy Workshop	(1) 12:00nn to 7:00pm (2) 2:00pm to 3:00pm (3) 3:00pm to 4:00pm

### Limited Time Wedding Offer at Lee Tung Avenue

In response to this special French wedding campaign, **Lee Tung Avenue** is providing a series of privileged promotions offered by selected shops during the period from 26 July and last till 26 August 2018:

Forever Couple	20% off on wedding rings and enjoy free 10 diamonds (0.9mm)
Florté	- 10% off upon purchase of 30 floral tea glass test tubes - a special price of HK\$180 for a set of 6 floral tea glass test tubes
GaZ Accessories	10% off on regular items
H2 Cards	100 free thank you cards upon purchase of 100 wedding card sets
Lucky Blossoms	12% off on Hallmark preserved flower bouquets
Vive Cake Boutique	Discount on wedding gift cards - 5% off on 50 cards, 8% off on 100 cards and 10% off on 200 cards
Scent'sation	10% off upon purchase of HK\$800 and a free gift

Customers can redeem a wooden ring box by spending upon HK\$500; redeem a wooden ring box and a tote bag clutch by spending upon HK\$800 in up to two shops at **Lee Tung Avenue** during the period, available while stocks last.



The Little Prince Floral Art Rose Maze will be set up at the Central Piazza of **Lee Tung Avenue** giving a splendid view of red roses, together with a carved The Little Prince figure and classical French dining tables and chairs set beside the garden, creating a scene of France in the 1940s.



French Wedding Mart and workshops showcasing French vintage style wedding decorations and items will be launching at **Lee Tung Avenue** on 28 July, 29 July, 4 August and 5 August, a must-visit for pre-weds and French-holics.



An exclusive The Little Prince French afternoon tea set is offering from 3-26 August at the French restaurant Junon in Wan Chai, launched by **Hopewell Group** with the Cantopop singer **Hins Cheung**.



Customers can redeem a wooden ring box by spending upon HK\$500 at **Lee Tung Avenue** during the promotional period.



### **About Lee Tung Avenue**

Lee Tung Avenue features a 200-metre tree-lined boulevard on Hong Kong Island. It is home to alfresco cafes, gourmet restaurants and boutiques, offering selected local and overseas brands. Lee Tung Avenue is a convenient urban intersection in south Wan Chai, and connects and revitalises the community. Lee Tung Avenue has won critical acclaims from Hong Kong and international organisations, including '2017 Fiver Stars Shopping Mall' award at Hong Kong Professional Building Inspectors Academy Awards 2017, 'Top 25 Shopping Mall Events' award selected by Hong Kong Economic Times, Gold Winner of 'Best Idea in Design' and 'Best Idea in Public Relations' at MARKies Awards 2018, Gold winner of 'Traditional Marketing' at 2018 ICSC China Shopping Centre & Retailer Award held by International Council of Shopping Centers.

Lee Tung Avenue website: <http://www.leetungavenue.com.hk>

This press release is prepared by **C3 Project Management Limited (C3)** on behalf of **Lee Tung Avenue Management Company Limited (LTAML)**. For media enquiries, please contact:

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