

PRESS RELEASE

For Immediate Release



**London's renowned "The Spirit of Christmas" decoration landed in Lee Tung Avenue
Unparalleled Christmas Celebration in 100% British Fashion**

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【Hong Kong—16th November 2018】 This Christmas, **Lee Tung Avenue** has partnered with Regent Street, the famous shopping boulevard in London, to bring the world-renowned Christmas lights spectacular "The Spirit of Christmas" to Hong Kong. Being the signature street in London city, Regent Street is the pioneer to introduce the world design sensational festive decoration. Ever since 1954, their Christmas lights has become an acclaimed tradition to embellish this lovely festival. Without precedent, "The Spirit of Christmas" steps outside Britain and moves across the pond to Hong Kong. Its first time collaboration with **Lee Tung Avenue** forges the no.1 oversea "Regent Street" in Christmas style, which awaits to showcase its exquisite glamor to the entire world. Starting on 16th November, **Lee Tung Avenue** plays host to exhibit five iconic handcrafted spirits of Regent Street to celebrate the festivities with original Britishness. To make Christmas this year more splendid and remarkable, romantic snowy moments and Christmas sales are also back, dedicated to envelop this 100% British Christmas in a joyous and festive ambience.

Nov 16 - "The Spirit of Christmas" Kick-off Ceremony

The switch-on ceremony on Regent Street was held on the evening of 15th November. The whole boulevard from Oxford Circus to Piccadilly Circus, and nearby pedestrian streets between the world class hotels and restaurants were replete with citizens who were eager to be the first to savour the festive joy.

In the wake of the switch-on on Regent Street, a kick-off ceremony was held on **Lee Tung Avenue** on 16th November (Friday) successfully. This also marked the date on which thrilling Christmas parade and varied



theme activities commence to celebrate the festivities every day until the very end of Christmas, which allows everyone to enjoy the most fantastic festive moments of the year.

Bringing World-Class Art Pieces to Hong Kong

William Chan, General Manager of Lee Tung Avenue Management Company Limited, said, “The iconic Christmas lights and switch-on ceremony on Regent Street is an annual festive tradition. It’s our honour to be partnered with Regent Street this year to bring such world-class art pieces to our Hong Kong audience. Through this collaboration, we hope to consolidate the image as an arts and cultural landmark, and gain recognition from both international tourists and Hong Kong citizens.”

James Cooksey, Chairperson of The Crown Estate Central London Region, expressed his pride to have their Christmas lights to be exhibited abroad this year. He also felt glad to establish partnership with **Lee Tung Avenue** through this collaboration. From his point of view, **Lee Tung Avenue** is to Hong Kong what Regent Street is to London, both are of high reputation. “We understand the astounding impact our Christmas lights display have on London shoppers, and I’m more than thrilled that this year we’ll be bringing The Spirit of Christmas to Hong Kong too,” said Cooksey.

Partner with Business of Design Week of HKDC and Hong Kong Tourism Board - Kickoff the first wave of England Fashion

Partnered with Hong Kong Design Centre, **Lee Tung Avenue** is the satellite street in BODW City Programme and the Christmas lights of London Fashion - “The Spirit of Christmas” on **Lee Tung Avenue** is the kick-off series of Business of Design Week (BODW 2019), which England has been selected as the partner country. In support of the British Consulate General Hong Kong, numerous British designers are invited to showcase the quintessence of British design to Hong Kong. “The Spirit of Christmas” is one of the main projects of “Hong Kong Winter Lights”, an international promotion by Hong Kong Tourism Board. It is a first-ever for this long renowned street in London bringing its incredible light installation to Asia. The decoration, with snowy moments and an array of festive performances, submerges Hong Kong in rich British Christmas atmosphere.

Return of Snowy Fantasy in Lee Tung Avenue - “The Spirit of Christmas” and Romantic Snow Scene add splendor to each other

The globally-renowned Christmas lights - “The Spirit of Christmas” on **Lee Tung Avenue** is a must-see and one of the top check-in locations with no doubt. Its Snowy Moment has also gained extensive acclaim in the past two years, and it is ready to continue the legend this year. Created by Orient Snow, world’s leading specialist in creating snow effects for international films & TV winter sports, snow experiences and events, it brings real snow scene for everyone to spend the festive with their loved ones. Should you wish to photograph at the best spot or view the mesmerizing delicacy of “The Spirit of Christmas”, you can reserve in advance the restaurants on **Lee Tung Avenue** - Blue Brick Bistro, Bistro Seoul, DJAPA and Passion by Gerard Dubois. As such, you can savor the incredible Christmas meal surrounded by charismatic “The Spirit of Christmas” and enthralled landscape of snow.



Five iconic handcrafted spirits on Regent Street are displayed along **Lee Tung Avenue**, which illuminates the entire boulevard and fills it with rich Christmas ambience.



This event is partnered with Hong Kong Design Centre and the British Consulate General Hong Kong. “The Spirit of Christmas” is one of the main projects of “Hong Kong Winter Lights”, an international promotion by Hong Kong Tourism Board. All honourable guests gathered to switch on the Christmas lights at “The Spirit of Christmas” kick-off ceremony on **Lee Tung Avenue**.



Created by Orient Snow, world’s leading specialist in creating snow effects for international films & TV winter sports, snow experiences and events, it brings real snow scene for everyone to spend the festive with their loved ones.



In the wake of the kick-off ceremony, a host of adorable kids dressed as angels and put on a performance of pureness and cuteness.



“The Spirit of Christmas” on **Lee Tung Avenue** attracted myriads of citizens to be embraced in the snow view and photograph. The street was filled with joyous festive ambience.

| The Spirit of Christmas | |
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| Date: | 16th November to 31st December 2018 |
| Time: | 8am to 11pm |
| Venue: | Along Lee Tung Avenue |
| Details: | Lee Tung Avenue has partnered with Regent Street, the famous shopping boulevard in London, to bring the world-renowned Christmas lights spectacular “The Spirit of Christmas” to Hong Kong. Without precedent, “The Spirit of Christmas” steps outside Britain and moves across the pond to Hong Kong for this fantastic festive celebration. Five iconic handcrafted spirits on Regent Street are displayed along Lee Tung Avenue , to celebrate the festivities with original Britishness. |
| Snowy Moment | |
| Date: | 17th November to 31st December 2018 |
| Time: | Time: 17-18/24-25 Nov and 1-2/7-9/14-16/21-23/26-30 Dec - 5pm, 6pm, 7pm, 8pm, 9pm 24-25/31Dec – 3pm, 4pm, 5pm, 6pm, 7pm, 8pm, 9pm,10pm,11pm |
| Venue: | Central Piazza@ Lee Tung Avenue |
| Details: | Return of emblematic Snowy Moment on Lee Tung Avenue brings us the most touching England White Christmas. |
| Lee Tung Avenue’s Christmas Parade | |
| Date: | 24th and 25th December 2018 |
| Time: | 24th Dec -- 4pm to 4:30pm 25th Dec -- 4pm to 4:30pm & 6pm to 6:30pm |
| Venue: | Along Lee Tung Avenue |
| Details : | A gang of dancers brings Lee Tung Avenue vibrant songs and dances to share Christmas joy under the Snowy Moment |



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>

Follow Lee Tung Avenue Instagram: [@leetungavenue](https://www.instagram.com/leetungavenue)

#leetungavenue #LTAXmas #TheSpiritofChristmasHK #LTAXRegentStreet

About Regent Street

London's premier lifestyle destination, Regent Street and its adjoining streets stand out as the home of flagships and firsts. From global fashion retailers, such as Burberry, Coach, Michael Kors, J Crew, Kate Spade and Hunter, to the very best in beauty, wellbeing and fitness from Kiehl's and DryBy to Psycle and Rapha. Some of the city's most coveted food and drink destinations can be found on Regent Street and nearby, including dining hot spots Heddon Street and Swallow Street. From Gordon Ramsay's Heddon Street Kitchen and exclusive two Michelin star The Araki, to fine dining Italian at Frescobaldi and casual dining at Thomas's Cafe at Burberry. Regent Street's neighbours including Conduit Street, Mortimer Street, Great Marlborough Street and Brewer Street house some of London's best loved boutiques, independent stores and hidden gems.

In 1954, following an article in the Daily Telegraph that commented on how 'drab' London looked at Christmas, Regent Street became the first central London destination to introduce festive lighting and decoration for the enjoyment of the public. It was the retailers and businesses that made up the Regent Street association that organised and financed the first display. Both the lights schemes and the switch-on moments over the years have become firmly anticipated fixtures in the festive period in London.

London Regent Street website : RegentStreetOnline.com

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#TheSpiritofChristmas #TheSpiritofChristmasbyRegentStreet #RegentStreetW1



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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