



[Press Release]

Immediate Release

Lee Tung Avenue Presents “Dazzling Christmas” Belgian Lace-inspired Light Installations by Reputable Belgian Festive Light Specialist

**Glittering Decorations from 8-Metre Christmas Tree to Giant Wreaths Create Charming Christmas Town
Cultural Programmes Organised with the Consulate General of Belgium in Hong Kong**

**Return of Outdoor Snow Show | Sinterklaas Meet-and-Greet | Masquerade Ball | Love with Smurfs Charity Art
Belgian Performers | Christmas Pop-up | Delectable Giveaway | 10,000 Bonus Loyalty Points**



Download high-resolution photos: <https://bit.ly/4fb4Epp>

(12 November 2024 – Hong Kong) Lee Tung Avenue makes it its mission to showcase different art and cultural gems from around the world, especially during major festivals, so that the public can celebrate the cheerful occasions and enjoy world-class art at the same time. This winter, under the theme “Dazzling Christmas”, Lee Tung Avenue is bringing a slice of Belgian art and culture to the community through splendid Christmas light installations created in collaboration with award-winning festive light specialist GLOBAL Concept from Belgium. Drawing inspiration from Belgian lace, a traditional craft, the design team has created a stunning 27-metre-long centrepiece featuring two reindeers above the Central Piazza, and an 8-metre-high Christmas tree on the ground. These are accompanied by light decorations inspired by typical Belgian lace patterns. The iconic 200-metre-long tree-lined pedestrian walkway will meanwhile be adorned with decorations in the shapes of Christmas tree and giant hanging Christmas wreaths, also infused with lace inspiration, to transport visitors to a fairytale-like Christmas town. The light decorations will be displayed from 13 November 2024 to 1 January 2025 and promise a visual feast. On select dates in December, the ever-popular snow show will also make a comeback to enhance the light display and create special moments and memories for the public.

Riding on the collaboration with GLOBAL Concept, Lee Tung Avenue has become a partner of the Belgian Days 2024 and will be organising various activities with the Consulate General of Belgium in Hong Kong to promote Belgian culture. At the third weekend of November (16 and 17 November 2024), Lee Tung Avenue will be hosting the “Love with Smurfs” charity event organised by the Caring For the Children Foundation, where LOVEFY, a new



member of The Smurfs, will appear for the first time in public. The event will include art workshops where the participants can design their own Smurfs and experience the joy of creativity. In addition, the public will have the chance to join the creator of LOVEFY in giving a 1.5-metre-tall LOVEFY a new look with stickers designed by the artist. For Sunday evening (17 November 2024), Lee Tung Avenue has also prepared performances to immerse the public in Belgian culture, including a duet by Belgian flutist Marc Grauwels and accordionist Christophe Delporte, and a magic show by Belgian magician Elliot.

During two weekends in December, Save the Children Hong Kong will organise a “Christmas Charity Pop-up” with booths selling festive exclusives, including Christmas souvenirs, lace creations and handicraft workshops. Part of the proceeds will be donated to Save the Children Hong Kong to support children in need.

On Christmas day, two key events will take place: first, a meet-and-greet with Sinterklaas – the patron saint of children and possibly the origin of Santa Claus – and his assistant Piet; and second, a masquerade ball.

Throughout December, the public can also participate in a social media promotion to get a free winter delicacy provided by Lee Tung Avenue’s tenants. Various shops and restaurants will further dial up the festivities with limited-time-only offers.

Lace-inspired light decorations connect Hong Kong and historic Belgian city
27-metre-long light arch and 8-metre-high Christmas tree



“Dazzling Christmas” marks Lee Tung Avenue’s first collaboration with GLOBALB Concept, a renowned Belgian company specialising in large-scale festive lighting and decorations. Since 1996, GLOBALB Concept has created over 100 installations showcased in different parts of the world, including landmarks ranging from Champs Élysées in France to Beverly Hills in the US, Rinascente in Italy and Dubai Mall – the world’s largest mall – in the United Arab Emirates.

The company’s senior designer, Alain Dierick, oversaw the design and production of “Dazzling Christmas” for Lee Tung Avenue. A graduate of the art school ESA Saint-Luc in Brussels, Dierick has extensive experience in art curation and is also the author of several children’s books that have been published in Belgium, France, the Netherlands, Argentina and Korea. With over 20 years of lighting design experience, Dierick is skilled at incorporating local cultural elements in his design and telling stories with his projects. Under his leadership, the company’s creations have not only made an impact at different events worldwide, but have also won various awards, including a bronze award (Innovative in Consumer Events) in the Asia-Pacific Stevie Awards and the Excellence in Innovation title in the 7th CGLA Golden Light Awards.

The “Dazzling Christmas” light installations, which will be on display at Lee Tung Avenue from now to 1 January 2025, is GLOBALB Concept’s first outdoor light projects in Hong Kong. It is also part of this year’s Belgian Days and one of the satellite events of BODW CityProg.

Combining the traditional lace craft of Belgium and modern lighting technology, “Dazzling Christmas” boasts truly one-of-a-kind aesthetic. The 27-metres-long light installation above the Central Piazza will instantly captivate viewers with its scale and design. Two reindeers, unmistakable symbols of Christmas, are surrounded by festive

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motifs reminiscent of elegant Bruges lace patterns. On the ground, an 8-metre-high “lacey” Christmas tree is decorated with over 1,000 baubles to compete for the viewers’ attention.

On the tree-lined pedestrian walkway, visitors will find themselves transported to a Christmas town among lace-inspired Christmas tree installations, complemented by giant Christmas wreaths overhead created with a sophisticated laser cutting technology and a unique PVC net material that makes an incredible source of light. Bruges, a UNESCO World Heritage city, is famous for the traditional craft of lace. GLOBAL Concept has specifically incorporated Bruges lace patterns found in the city’s Lace Museum into the colourful Christmas decorations, creating a unique old-meets-new spectacle.



The “Dazzling Christmas” switch-on ceremony was held on 12 November 2024 to kick off a series of cultural and art programmes at Lee Tung Avenue. The ceremony was performed by Mr. Ernest Cheng, General Manager, Property & Land, Urban Renewal Authority (second left); Ms Bella Chhoa, Director – Asset Management of Sino Group (second right), Mr Stanley Kwok, Leasing Deputy Chief Officer, Hopewell Holdings Limited (far left); and Mr David Lomastro, Consul General of the Consulate General of Belgium in Hong Kong (far right).



Duo Habenera comprising Belgian flutist Marc Grauwels and accordionist Christophe Delporte captivates the audience with their brilliant performance.

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Students from Jean M. Wong School of Ballet take over the stage with a spectacular dance performance.

Belgian Days activities: design your Smurf, performances by Belgian musicians
A taste of Belgian delicacies and design at Christmas charity market

As a partner of the annual Belgian Days, Lee Tung Avenue will be hosting a series of programmes during the coming weekend (16 & 17 November 2024) to promote Belgian culture. The first activity in the line-up will be “Love with Smurfs”, which centres on the well-known Belgian comic *The Smurfs*. At the event, local artist and animated film director William Kan will showcase his new design for The Smurfs – LOVEFY – which is appearing for the first time in public. In addition, art workshops will be organised to celebrate Belgium’s artistic heritage, inspire creativity and encourage the participants to design their own Smurf. Starting from now, the public can sign up for the workshops directly on the website of Caring For the Children Foundation with a donation. Quotas apply and seats are allocated on a first-come, first-served basis. A few spots will be available in each session for walk-in donors. All proceeds, after deducting production costs, will be donated to the Caring For Children Foundation to support children in need in Hong Kong.



Meanwhile, by following designated social media pages, the public can join William Kan to give a 1.5-metre-tall LOVEFY a new look with stickers (no need for pre-registration). The participants will each receive a LOVEFY card. Limited cards are available on a first-come, first-served basis.

On Sunday 17 November 2024, Duo Habenera from Belgium, formed by flutist Marc Grauwels and accordionist Christophe Delporte, will treat the public to a beautiful music performance. The duo, born from a shared passion for Argentine tango and the music of Astor Piazzolla, is keen at reinterpreting Piazzolla’s music as well as classics like Bach and has offered the audiences of major music festivals in Europe, Africa and Asia eclectic, refined and bold repertoire. That same evening, renowned Belgian magician Elliot, who specialises in corporate events for high-end international brands, will perform a breathtaking magic show.

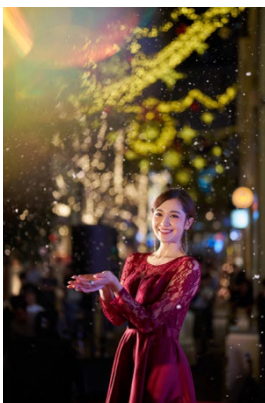




Festive delicacies and design at Christmas charity pop-up



During designated weekends in December, Save the Children Hong Kong will be staging the “Christmas Charity Pop-up” with multiple booths selling festive exclusives, including Christmas delicacies, souvenirs and lace creations. Christmas-themed art and craft workshops on Christmas tree decoration making, postcard making and drawing will be held. Part of the proceeds will be donated to Save the Children Hong Kong to spread love and hope to children in need during the season of sharing.

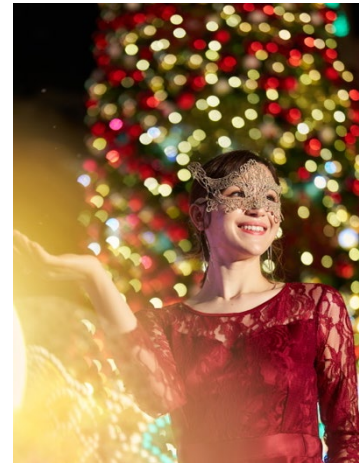


Large-scale snow show and special Christmas performances

The much-loved snow shows at Lee Tung Avenue will return this year in December, at 7pm, 8pm and 9pm with over 50 sessions hosted every Friday, Saturday, and Sunday, as well as on public holidays and New Year's Eve! It will be a particularly romantic experience to view the “Dazzling Christmas” light display under the falling snow, best enjoyed with loved ones and remembered by with a few snapshots. The snow show on Christmas Day will coincide with the Masquerade Ball. Please stay tuned to the Lee Tung Avenue social media platforms for more details.

Masquerade ball and Sinterklaas meet-and-greet

On Christmas day, Lee Tung Avenue will be hosting a masquerade ball to celebrate the joyful festival with the community. All are welcome to dress up and bring their friends, families and partners. Entertaining performances such as a magic show and dances will enrich the party and bring everyone present a jolly good time, alongside a mesmerizing snow display.



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On the same day, Lee Tung Avenue is organising a meet-and-greet with Sinterklaas, accompanied by his cheerful assistant Piet, to introduce the legendary figure to Hong Kong people. Sinterklaas, who may be the origin of Santa Claus, is a figure based on Saint Nicholas, a bishop depicted as an elderly and stately man with white hair and a long full beard, who wore a long red cape over a white bishop's alb, with a mitre and crozier. The bishop helped poor families especially children and has thus been honoured as the patron saint of children. In various countries including Belgium, Sinterklaas Day is celebrated on the 6th of December, often with a feast and presents for children. Starting 1 December, Lee Tung

Avenue members can enjoy exclusive priority access to reserve a spot for an instant photo with Sinterklaas by 100 loyalty points. Alternatively, customers can also take part in this experience by spending HK\$200 on the same day at Lee Tung Avenue with an electronic payment method. Only limited spots are available on a first-come, first-served basis. Don't miss out on this festive occasion to celebrate the spirit of giving and joy with Sinterklaas!

Upload photos for chance to win winter delicacies

From 1 to 31 December 2024, the public can enter the social media giveaway promotion by becoming a Lee Tung Avenue member if they have not already done so and uploading a photo of themselves taken with the "Dazzling Christmas" light display on Facebook or Instagram with the hashtag #LeeTungAvenue and #LTAXMAS. Lucky winners will each receive a coupon for redeeming one winter delicacy. The choices include chocolate drinks or soft serve provided by Godiva; designated beverages provided by Silk.; and designated crêpes provided by Crêpe Delicious.



Music and dance performances

A true Christmas should be complete with music and dance. On 14, 15, 21, 22, 24, 25 and 29 December 2024, Christmas carols, dance and other live performances will be provided by over 28 charitable organisations and performing troupes to elevate the festive mood.



Spending rewards including extra loyalty points and cash coupons

From now to 31 December 2024, Lee Tung Avenue is rolling out a series of winter spending rewards to pamper shoppers.

1. Redeem coupons with loyalty points

Lee Tung Avenue members earn loyalty points every time they spend at Lee Tung Avenue (HK\$1 = 1 point; electronic payment receipts are required to redeem points). With designated numbers of points, members can redeem cash coupons that can be used at designated shops.

Loyalty points required	Coupon value
2,000	HK\$10
8,000	HK\$50
12,500	HK\$100



Important notes:

- Members must use an approved electronic payment method for the spending and register for loyalty points with the required receipts within 14 days after the spending. Each receipt must indicate a spending of at least HK\$100.
- The coupon can be used at designated shops at Lee Tung Avenue.
- Membership registration is free.

2. Holiday Dining Rewards: Double points for diners

On Fridays, Saturdays, Sundays and public holidays as well as Christmas eve and New Year's eve, Lee Tung Avenue members can earn double points at the following restaurants upon spending HK\$600 or more in a single transaction using an approved electronic payment method.

Designated restaurants	ABURI-EN, After You Dessert Café, Cooshti, Crêpe Delicious (Urban Café), Gyu-Kaku Buffet, HANNOSUKE, Modern China Restaurant, PASSIONE, Rakuraku Ramen, Shang Ching, The Baker & The Bottleman, Wing Wah AllDay
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3. Extra Bonus Rewards: extra 10,000 loyalty points upon spending of HK\$5,000

During each of four designated periods, Lee Tung Avenue members who accumulate a spending of HK\$5,000 will be rewarded an additional 10,000 loyalty points. The four designated periods are: 1-15 November 2024, 16-30 November 2024, 1-15 December 2024 and 16-31 December 2024. Members can spend at any Lee Tung Avenue merchant to enjoy the offer. Spending must be made with an approved electronic payment method.

*Terms and conditions apply. For details, please visit the official Lee Tung Avenue website.

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About Lee Tung Avenue

Lee Tung Avenue brings a 200-metre-long tree-lined pedestrian walkway to Hong Kong Island. Home to sidewalk cafes, gourmet restaurants, and local and international brands, the avenue is gaining fame for its large variety of lifestyle activities. Conveniently accessible from downtown via all forms of transport, Lee Tung Avenue is a focal point of Wan Chai South. It prides itself on its close connection with local communities and constantly injects vitality into the traditional district.

Lee Tung Avenue has won critical acclaims from Hong Kong and international organisations. It has won a gold award in “Promotion – Shopping Mall” at Astrid Awards 2024, a gold award in “Best Public Event” at Event Marketing Awards 2023, gold awards in “Best Media Event”, “Best Use of Venue” and “Best Event – Corporate Social Responsibility” at Marketing Magazine Marketing Event Award 2020, a gold award in “Best Use of Experiential Marketing” at Loyalty & Engagement Award 2020, and a gold award in “Sales Marketing & Event” at the 2019 ICSC China Shopping Centre & Retailer Award organised by International Council of Shopping Centres, among others.

Official Website : <http://www.leetungavenue.com.hk>

Follow Lee Tung Avenue on social platforms: Facebook / Instagram

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Winter programmes and spending offers at Lee Tung Avenue

“Dazzling Christmas” Light Display	
Date	Now to 1 January 2025
Opening hours	10am to 11pm * (lights on from 5pm) *Extended to midnight on these dates: Dec 24 to 26 and Dec 31 *Opening hours may differ in case of inclement weather and will be announced on the official Lee Tung Avenue website and social media pages.
Location	Lee Tung Avenue, Wan Chai
Contents	“Dazzling Christmas” comprises unique light decorations inspired by the traditional craft of Belgian lace. The centrepiece is a 27-metre-long arch above the Central Piazza, featuring two vibrant reindeers and festive motifs, together with an 8-metre-high Christmas tree on the ground. The iconic 200-metre-long walkway will also be lit up with light decorations in the forms of Christmas tree and giant hanging Christmas wreaths, turning the avenue into a quaint European town. The light decorations are created by GLOBAL Concept, an award-winning company from Belgium, with which Lee Tung Avenue is partnering for the first time.
Belgian Days 2024: “Love with Smurfs” Charity Art Collaboration	
Date & Time:	16 November 2024 10:30am to 6pm 17 November 2024 10:30am to 4:30pm
Location	Central Piazza, Lee Tung Avenue
Contents	LOVEFY, a new design for The Smurfs by Hong Kong artist and animated film director William Kan, will be unveiled during the event. Charity art workshops will be organised for the participants to design their own Smurfs to inspire creativity and celebrate Belgium’s artistic heritage. By following designated social media pages, the public can join William Kan to give a 1.5-metre-tall LOVEFY a new look with stickers designed by Kan. The participants will each receive a LOVEFY card (stocks are limited, first come, first served).
How to join the workshops	The public can sign up for the workshops with a donation on the website of the Caring For Children Foundation. Quotas apply, first come, first served. A few spots will be available in each session for walk-in donors. All proceeds after deducting production costs will be donated to the Caring for Children Foundation to help children in need in Hong Kong.
Belgian Days 2024: A Belgian Showcase – Music and Magic	
Date	17 November 2024
Time	6pm to 7pm
Location	Central Piazza, Lee Tung Avenue
Contents	The event brings together performances by Duo Habanera comprising Belgian flutist Marc Grauwels and accordionist Christophe Delporte and a breathtaking magic show by renowned Belgian magician Elliot.
Christmas Charity Pop-up	
Date	29 November to 1 December, 6 to 8 December 2024 (Fri to Sun)
Time	12pm to 8pm
Location	Central Piazza, Lee Tung Avenue
Contents	Festive delicacies, souvenirs and lace creations will be sold at the pop-up market, which will also feature Christmas tree decoration making, postcard making and drawing workshops. Part of the proceeds will be donated to Save the Children Hong Kong to share joy and hope with children in need.



Let It Snow!	
Date	1, 6 to 8, 13 to 15, 20 to 22, 24 to 29 & 31 December 2024 (17 days in total, Fri to Sun, on public holidays and New Year's Eve)
Time	7pm, 8pm, 9pm (15 minutes per session)
Location	Central Piazza, Lee Tung Avenue
Contents	The popular snow show will return to Lee Tung Avenue on select dates in December to make a romantic white Christmas in Hong Kong come true. It is recommended to enjoy the "Dazzling Christmas" light display under the falling snow and take photos to capture the dreamy scene. The snow show on Christmas Day will coincide with the Masquerade Ball. Please stay tuned to the Lee Tung Avenue social media platforms for more details.
Masquerade Ball	
Date	25 December 2024
Time	6:30pm to 8:15pm
Location	Central Piazza, Lee Tung Avenue
Contents	On Christmas day, Lee Tung Avenue will be hosting a masquerade ball to celebrate the joyful festival with the community. All are welcome to dress up and bring their friends, families and partners. Entertaining performances such as a magic show and dances will enrich the party and bring everyone present a jolly good time, alongside a mesmerizing snow display.
Sinterklaas Meet-and-Greet	
Date	25 December 2024
Time	3pm to 3:30pm & 4pm to 4:30pm
Location	Central Piazza, Lee Tung Avenue
Contents	Lee Tung Avenue is organising a meet-and-greet with Sinterklaas, accompanied by his cheerful assistant Piet, to introduce the legendary figure to Hong Kong people. Shoppers should not miss the opportunity to take a free instant photo with Sinterklaas.
Free instant photo requirement	Starting 1 December, Lee Tung Avenue members can enjoy exclusive priority access to reserve a spot for an instant photo with Sinterklaas by 100 loyalty points. Alternatively, customers can also take part in this experience by spending HK\$200 on the same day at Lee Tung Avenue with an electronic payment method. Only limited spots are available on a first-come, first-served basis.
"Dazzling Christmas" Check-in Promotion	
Promotion period	1 to 31 December 2024
Coupon redemption hours	10am to 10pm
Where to redeem coupon	Customer Service Centre, Basement 1/F, Lee Tung Avenue
How to take part	Lee Tung Avenue members have the chance to win a free winter delicacy coupon by uploading a photo of themselves taken with the "Dazzling Christmas" light installations on Facebook or Instagram with the hashtag #LeeTungAvenue and #LTAXMAS. The coupon can be used to redeem one item. The choices include chocolate drinks or soft serve provided by Godiva; designated beverages provided by Silk.; and designated crêpes provided by Crêpe Delicious.

For more information, please refer to the official Lee Tung Avenue website and social media pages.





Dining and shopping offers

Shop	Offer	Promotion Period	Photo
After You Dessert Café G24-25	Nutella Hazelnut Christmas Toast	2024.12.01 – 2025.01.05	
Benefit G34B	Enjoy The Gorgeous Grocer at a special price HK\$1,480 (Original: HK\$2,615)	2024.11.12 – 2025.01.01	
Benefit G34B	Enjoy Lookin' Crisp at a special price HK\$800 (Original: HK\$1,485)	2024.11.12 – 2025.01.01	
Shan Shau Jok G09-10	Enjoy SSJ Mixed Flavor Crunchy-Caramel Macadamia Nut Crunchy & Pistachio Crunchy-Christmas Edition (200g) at a special price HK\$80/box	2024.11.29 – 12.26	

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GODIVA Chocolatier G26A	15% off on Holiday Advent Calendar G Cube Chocolate Truffle 10pcs	即日起至 2024.12.18	
GODIVA Chocolatier G26A	15% off on Christmas Star Plush with G Cube Chocolate Truffle 12pcs	Now Till 2024.12.31 即日起至 2024.12.31	
Caskells G33	Up to 20% off on selected whisky items & accessory	2024.11.12 – 2025.01.01	
Crêpe Delicious (Urban Cafe) G26 & F26A	Weekly Special Deals Buy-1-get-1-free on selected items Monday: Main Dish Buy 1 Get 1 Tuesday: Pasta Buy 1 Get 1 Wednesday: \$58 Wings Platter Thursday: Puff Pizza Buy 1 Get 1 Friday, Saturday & Sunday: 15% OFF on selected categories (Selected categories including Pasta, Puff Pizza, Savory Crêpe & Main Dish)	Now Till 2024.12.15 即日起至 2024.12.15	
HANNOSUKE G16	Buy-1-get-1-free on Suntory Beer	2024.11.12 – 2025.01.01	

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<p>JINS G06 & F06A</p>	<p>20% off on regular-priced sunglasses/boxed J!NS Screen blue light glasses</p>	<p>2024.11.12 – 2025.01.01</p>	
<p>Carpenter Tan B40</p>	<p>Complimentary panda eco-friendly bag upon spending HK\$398</p>	<p>2024.11.12 – 2025.01.01</p>	

*Please refer to the official Lee Tung Avenue website for details on the promotion. Terms and conditions apply. In the case of any disputes, Lee Tung Avenue Management Company Limited and the participating merchants reserve the right of final decisions.