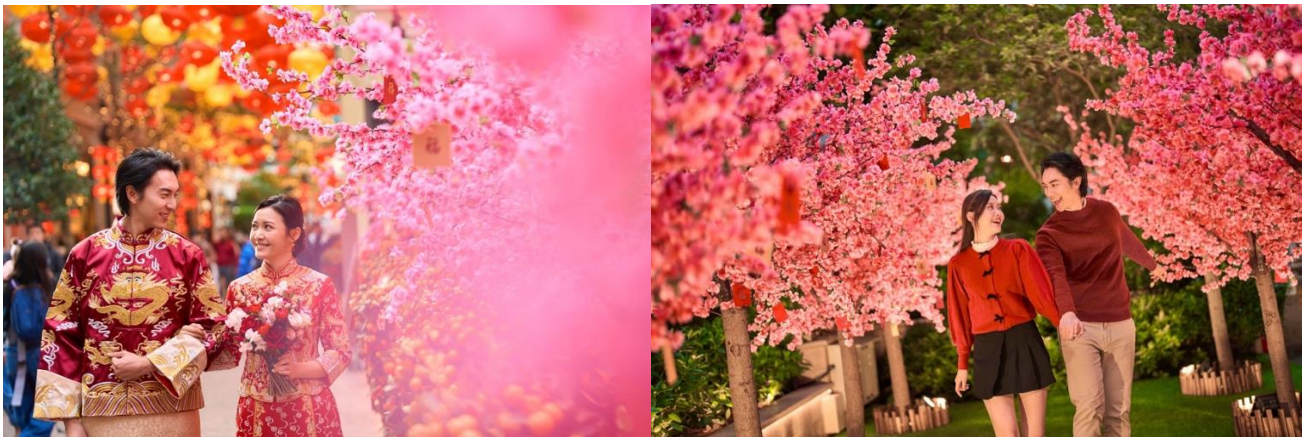




【 Press Release 】

Immediate Release

**Lee Tung Avenue Promotes Chinese Wedding Culture with
“Golden Pair of The Dragon and Phoenix” as part of Its Chinese New Year Campaign
12 Four-metre Peach Blossom Trees & Heart-shaped Arch Offer Photo Spots
Chinese wedding attire for trying on in traditional palanquin and Chinese wedding scene
photo sessions & three D.I.Y. workshops
Tenants offer special treats for 200 brides- and grooms-to-be
*Lee Tung Avenue members can also enjoy exclusive seasonal shopping and dining offers***



Download high-resolution photos: <https://bit.ly/3DLjXXR>

Two romantic occasions, namely the Chinese lantern festival and Western Valentine’s Day, are taking place in February this year, just a day apart from one another. With love in the air, Lee Tung Avenue is organising “**Golden Pair of The Dragon and Phoenix**”, a Chinese wedding-themed promotion, on 8 and 9 February 2025. The two-days-only event will feature talks about Chinese wedding customs by Ms Lo Kan Fong and Ms Yeung Man Wai, two experienced bride’s chaperones; traditional Chinese wedding gown try-ons with photo services; the chance to enjoy photo opportunities in a grand red palanquin with over 30 years of history; and three wedding accessory/decoration-making workshops. On the day of the lantern festival (12 January 2025) and Valentine’s Day (14 January 2025), shoppers can enjoy professional photography services to capture memorable moments they will look back on with a smile years later.

Lovebirds can also take photos in a rosy garden composed by 12 about-four-metre-tall peach blossom trees and with a giant heart-shaped arch at the avenue’s Central Piazza. These romantic arrangements are part of “**Lanterns-Lit Year of the Snake**”, Lee Tung Avenue’s Chinese New Year campaign that boasts over 800 big traditional lanterns in both the auspicious red colour and, for the first time, the gold colour that symbolises prosperity. The campaign will run until 2 March 2025 to usher in Chinese New Year, Valentine’s Day and spring.



An all-round experience of Chinese wedding culture including photo-taking in traditional Chinese wedding gowns, D.I.Y. workshops and discounts on wedding-related spending



2025 will see what is called a “double spring” and a leap month, which is traditionally a highly auspicious time to get married. Coincidentally, the Chinese lantern festival and Western Valentine’s Day are only a day apart this year. On this very special and rare occasion, Lee Tung Avenue will be organising a promotion called **“Golden Pair of The Dragon and Phoenix”** on 8 and 9 February 2025 to deepen public understanding of traditional Chinese wedding culture. The promotion presents three key programmes, namely 1) talks by two experienced bride’s chaperones, Ms Lo Kan Fong and Ms Yeung Man Wai, in which they will explain various centuries-old customs such as the hair dressing ceremony for the bride and the betrothal ceremony; 2) Chinese wedding attire for trying on and complimentary photo services with props like a bridal sedan chair and a traditional Chinese wedding ceremony backdrop; and 3) three D.I.Y. workshops to make corsages and buttonholes, mini flower arrangements and wedding ring cushions. To obtain one spot for one of the workshops, Lee Tung Avenue members can use 100 loyalty points while non-members can make a spending of HK\$200 or more at Lee Tung Avenue on the day of the workshop.

Live chocolate making demonstration at premium chocolate brand GODIVA and free heart-shaped chocolate gift

Valentine’s Day and chocolate have always been a perfect pair. This romance-filled February, as part of a promotion organised by GODIVA, the official chocolatier of the Royal Court of Belgium, the public will get to marvel at the art of chocolate making by a master chocolatier at the brand’s Lee Tung Avenue shop. During the two-day event, customers who present a receipt issued from 1 to 9 February 2025 indicating a single-transaction spending of HK\$300 or more at the avenue’s GODIVA shop will receive a heart-shaped chocolate gift, which can be customised by oneself with a name or a short text as a present for a loved one (limited stocks available on a first-come, first-served basis).



Furthermore, Lee Tung Avenue will be treating 200 couples to sweet surprises. During the promotion period, the first 200 engaged couples who are Lee Tung Avenue members to present a photo of their marriage proposal at the customer service centre will receive a “Wedding Passport” (non-members can register for membership for free directly at the customer service centre). The “Wedding Passport” includes wedding-related spending offers provided by 16 Lee Tung Avenue tenants, such as discounts on accessories for the bride’s dressing ceremony, wedding cakes/dowry cakes, wedding invitations and skincare and makeup products. The first 50 engaged couples among the 200 will each receive an additional goodie bag containing gifts worth over HK\$650 in total. If members spend HK\$500 or more at the “Wedding Passport” participating tenants on the same day as they register for the offer booklet, they can also redeem one HK\$100 dining coupon. All gifts and rewards are limited in stocks and available on a first-come, first-served basis.

On the day of the Lantern Festival (12 February 2025) and Valentine’s Day (14 February 2025), Lee Tung Avenue will again provide couple photography services. By spending HK\$50 or more at Lee Tung Avenue with an approved e-payment method on the same day and following Lee Tung Avenue on social media, customers can have a photo taken by a professional photographer at specified hours and receive one photoprint.

Golden lanterns appear for the first time while 4-metre peach blossom trees bring romance



Every year, Lee Tung Avenue celebrates Chinese New Year with its signature traditional Chinese lanterns. Carrying on the tradition, the avenue will be presenting “**Lanterns-Lit Year of the Snake**” from now to 2 March 2025, with over 800 lanterns in different sizes hanging above the avenue like a canopy. When night falls, the lanterns will be switched on to light up the avenue and the neighbourhood. This year, golden lanterns will be displayed in the mix, symbolising good fortune and liveliness for Hong Kong and the community.

In light of the upcoming Chinese Lantern Festival and Western Valentine’s Day, Lee Tung Avenue will be celebrating the two romantic days with 12 peach blossom trees, each about four metres tall, at the Central Piazza. They will be echoed by a large heart-shaped arch to serve as a stunning photo backdrop.



In the evening hours, the peach blossom trees will also be lit up with the canopy of lanterns to create a beautiful scene.

Seasonal dining and shopping offers

With an enticing array of rewards and offers rolled out with numerous tenants, Lee Tung Avenue is the place to go this Chinese New Year for cheerful shopping and hearty meals with one's friends and family.

Chinese New Year Rewards – dining discount coupon and bonus loyalty points

To further pamper diners and shoppers, Lee Tung Avenue is providing special spending rewards throughout January and February 2025, during which Lee Tung Avenue members can redeem dining discount coupons and earn extra loyalty points for redeeming shopping cash coupons upon spending designated amounts at the avenue. The coupons are accepted by over 35 merchants at the avenue.

CNY Dining Rewards	<ul style="list-style-type: none"> Lee Tung Avenue members can receive one HK\$30 dining cash discount coupon when they spend HK\$300* or more at the avenue during the promotion period. <p>*A maximum of 2 eligible receipts from different merchants, with at least 1 receipt from a F&B merchant.</p>
Shopping Extra	<ul style="list-style-type: none"> Lee Tung Avenue members will receive 8,000 loyalty points (enough to redeem one HK\$50 cash coupon) when they spend HK\$1,000[#] or more on the same day. Lee Tung Avenue members will receive 25,000 loyalty points (enough to redeem a HK\$200 cash coupon) when they spend HK\$2,000[#] or more on the same day. <p>[#]A minimum of 2 and a maximum of 3 eligible receipts issued by at least 2 different merchants on the same day, each with a minimum spending of HK\$100.</p>

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.

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

- End -



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
#leetungavenue

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Lee Tung Avenue Chinese New Year programmes

“Lanterns-Lit Year of the Snake” presented by Lee Tung Avenue	
Date	From now to 2 March 2025
Opening hours	<p>10am to 11pm* (lights on from 5pm)</p> <p><i>*Every Friday, Saturday, Sunday and public holiday between 14 January and 14 February 2025, and on the day of the Lantern Festival (12 February 2025) and Valentine’s Day (14 February), the light-on time will be extended to midnight</i></p> <p><i>*Opening hours and may differ in case of inclement weather. Please refer to the official Lee Tung Avenue website and social media pages for updates.</i></p>
Location	Lee Tung Avenue, Wan Chai
Contents	<p>Under the theme “Lanterns-Lit Year of the Snake”, Lee Tung Avenue will be hoisting a canopy of over 800 red and golden lanterns to uphold its Chinese New Year tradition. This will be the first time golden lanterns appear in the mix, symbolising good fortune. In addition to the lanterns, 12 about-four-metre-tall peach blossom trees and a heart-shaped arch will be displayed at the Central Piazza to celebrate the Lantern Festival and Valentine’s Day and infuse the avenue with romance.</p>
Golden Pair of The Dragon and Phoenix special promotion	
Date	8 & 9 February 2025
Time	1:30pm to 5:30pm
Location	Central Piazza, Lee Tung Avenue
Contents	<ol style="list-style-type: none"> 1. <u>Talk on traditional Chinese wedding culture</u> Date: 8 & 9 February 2025 Time: 1:30pm to 2pm Speaker: Ms Lo Kan Fong / Ms Yeung Man Wai, celebrity bride’s chaperone Contents: They will explain the steps and important things to note regarding various traditional Chinese wedding customs such as the hair dressing ceremony for the bride and the betrothal ceremony How to take part: No need for registration. The public can attend freely. 2. <u>Trying on traditional Chinese wedding outfits and instant photo service</u> Date: 8 & 9 February 2025 Time: 2pm to 6pm Location: Near Johnston Road Entrance, Lee Tung Avenue How to take part: Customers simply need to present the e-payment slip of any same-day spending at Lee Tung Avenue, and follow Lee Tung Avenue on social media to have the service once, provided by a professional photographer, and receive one photoprint. 3. <u>Wedding-themed workshops</u> <ol style="list-style-type: none"> a. Corsage making workshop





	<p>Date: 8 February 2025 Time: 2:15pm to 3:15pm</p> <p>b. Wedding ring cushion making workshop Date: 8 February 2025 Time: 3:30pm to 4:15pm</p> <p>c. Mini floral vase arrangement workshop Date: 9 February 2025 Time: 2:15pm to 3:15pm</p> <p>How to take part:</p> <ul style="list-style-type: none"> Lee Tung Avenue members: redeem one spot with 100 loyalty points Non-members can obtain one spot by spending HK\$200 or more at Lee Tung Avenue on the same day
Redemption of GODIVA heart-shaped chocolate gift	
Date	8 & 9 February 2025
Time	2:30pm, 3:30pm and 4:30pm
Contents	<p>GODIVA, the official chocolatier of the Royal Court of Belgium, has lined up a live chocolate making demonstration by a master chocolatier at Lee Tung Avenue.</p> <p>Moreover, during the two-day promotion, customers who present a receipt issued from 1 to 9 February 2025 showing a single-transaction spending of HK\$300 or more at GODIVA's Lee Tung Avenue branch will receive a free heart-shaped chocolate gift, which customers can personalise by themselves with a name or a short text. Limited stocks are available on a first-come, first-served basis.</p>
Wedding offers redemption	
Date	From 1 February 2025 until stocks run out
Time	10am to 10pm
Where to redeem	Customer service centre, B1/F, Lee Tung Avenue
How to redeem	<ul style="list-style-type: none"> The first 200 engaged couples who are Lee Tung Avenue members and present a photo of their marriage proposal at the customer service centre can get one Wedding Passport with spending offers provided by 16 Lee Tung Avenue tenants. The first 50 to register will each receive an extra goodie bag. By showing they have registered at the customer service centre and spending HK\$500 or more at the designated tenants on the same day, can also redeem one HK\$100 dining coupon at the customer service centre. All gifts and rewards are limited in stocks and available on a first-come, first-served basis.
Couple Photography Service at Lantern Festival and on Valentine's Day	
Date	Lantern Festival (12 February 2025) and Valentine's Day (14 February 2025)





Time	6pm to 8pm
Location	Near Johnston Road Entrance
How to enjoy the service	By spending HK\$50 or more at Lee Tung Avenue with an e-payment method on the same-day and following Lee Tung Avenue on social media, customers can have the service once, provided by a professional photographer, and receive one photoprint.

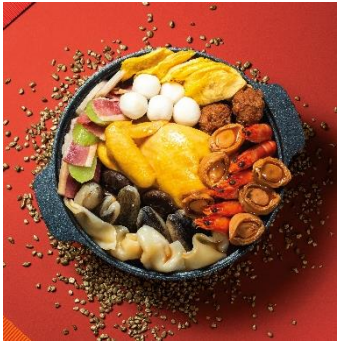


For more information, please refer to the official Lee Tung Avenue website and social media pages.

Dining and shopping offers





Shop	Offer	Promotion Period	Photo
After You Dessert Café G24-25	Quattro Formaggi Toasts	Now till 2025.02.28	
Silk. G39	Silk. x Labubu Red Packets For every cup of Silk. purchased, one peelable red packet will be gifted. Customers will have a chance to win exciting prizes such as a Limited Edition of Silk. x Labubu, Free Drinks, Buy-1-Get-1-Free coupons, and more!	Now till 2025.02.09	

<p>CNY Special Drink Smooth Sesame (Limited to 30 cups per day, ingredients include Mochi, Black Sesame Paste, 4.3 Fresh Milk, Cheese Cloud, Black Sugar Boba)</p>	<p>Now till 2025.02.02</p>		
<p>Crêpe Delicious (Urban Cafe) G26 & F26A</p>	<ul style="list-style-type: none"> • Exclusive to Lee Tung Avenue shop • A rotation of offers including buy-one, get-one-free offers, as follows: <ul style="list-style-type: none"> ○ Monday: One free dessert for any order of main dish ○ Tuesday: Buy-one, get-one-free offer on pasta ○ Wednesday: Buy-one, get-one-free offer on gelato shake ○ Thursday: Buy-one, get-one-free offer on savoury crepe ○ Friday: 30% off snacks ○ Saturdays, Sundays and public holidays: 15% off designated items in the à la carte menu • Add HK\$98 for a free flow of alcoholic beverages for 90 minutes (dine-in only) 	<p>Now to 13 February 2025</p>	

LEE TUNG AVE
街東利

<p>Modern China Restaurant G01, 04-05</p>	<p>Premium Poon Choi for 6 people HK\$1,688 Reserve two days in advance to receive a complimentary Prosperity Toss</p>	<p>Now till 2025.02.10</p>	
<p>Benefit G34B</p>	<p>Complimentary Benefit Chinese New Year Limited-edition Red Packets upon any spending (limited stocks are available on first-come, first-served)</p> <p>The POREfessional Face Primer (Chinese New Year Limited-edition) Price HK\$320</p> <p>Precisely, My Brow Pencil 3.5/4 (Chinese New Year Limited-edition) Price HK\$240</p>	<p>Now till 2025.02.28</p>	
<p>Shan Shau Jok G09-10</p>	<p>Enjoy SSJ Mixed Flavor Crunchy-Caramel Macadamia Nut Crunchy + Pistachio Crunchy - CNY Edition (200g) at a special price HK\$98/box</p>	<p>Now till 2025.01.28</p>	

LEE TUNG AVE
街東利

<p>Pop Mart G35</p>	<p>DIMOO Auspicious Lion 1/8 Action Figure</p>	<p>Until stocks last</p>	
<p>Hallmark B05-06</p>	<p>50% off selected plush toys</p>	<p>Now till 2 March 2025</p>	
<p>Hallmark B05-06</p>	<p>30% off Valentine's Day special plush toys</p>	<p>Now till 2 March 2025</p>	
<p>Rakuraku Ramen G30</p>	<p>Complimentary Deep-fried Japanese Cheese Rice Cake" upon any food purchase of HK\$250 or above</p>	<p>Now till 2025.02.28</p>	

<p>Gong Fu Teahouse B08-09</p>	<p>Buy-2-Get-1-Free on Tea Products (Special items excluded)</p>	<p>Now till 2025.02.28</p>	
<p>Hannosuke G16</p>	<p>Enjoy one White fish tempura at special price HK\$18</p>	<p>Now till 2025.02.28</p>	
<p>Sho-EN G02-03</p>	<p>Complimentary dish of Miso Japanese Beef Intestines upon dine-in orders HK\$300 or above (before adding a service charge)</p>	<p>Now till 2025.02.28</p>	
<p>Color Me Salon G36</p>	<p>Complimentary Colour Protection Hair Mask pH 3.5 (150ml) upon purchase of Express Grey Hair Coloring Treatment Annual Pass (Value: HK\$320)</p>	<p>Now till 2025.02.28</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.



Chinese New Year spending rewards		
Promotion	Details	Promotion period
CNY Dining Rewards	<ul style="list-style-type: none"> Lee Tung Avenue members can receive one HK\$30 dining cash discount coupon when they spend HK\$300* or more at the avenue during the promotion period. <p>* A maximum of 2 eligible receipts from different merchants, with at least 1 receipt from a F&B merchant.</p>	1 January to 28 February 2025
Shopping Extra	<ul style="list-style-type: none"> Lee Tung Avenue members will receive 8,000 loyalty points (enough to redeem one HK\$50 cash coupon) when they spend HK\$1,000[#] or more on the same day. Lee Tung Avenue members will receive 25,000 loyalty points (enough to redeem a HK\$200 cash coupon) when they spend HK\$2,000[#] or more on the same day. <p>[#]A minimum of 2 and a maximum of 3 eligible receipts issued by at least 2 different merchants on the same day, each with a minimum spending of HK\$100.</p>	