



王府中環  
WF CENTRAL

## **Discover a World of Christmas Wonder at WF CENTRAL**

*Santa Paws and his animal friends inspire us this festive season  
to consider an exciting world of possibilities*

Beijing, 30th November 2018 – This festive season, WF CENTRAL hosts spectacular Christmas performance, with a wondrous array of colourful characters demonstrating their ‘inner strength’ with a host of spectacular acts, all presided over by the loveable Santa Paws.

WF CENTRAL’s first Christmas installation presents a delightfully surreal, fantasy story of astonishing performers and a little girl. Santa Paws is struggling to learn his juggling, until a little girl who helps him believe in his skills. The animated display of animal friends and the little girl are celebrating the wonder of Christmas, demonstrating that drawing on their own ‘inner strength’ opens up an exciting world of possibilities. The whimsical and fantastical performing activities represent finding your own ‘inner strength’ and being inspired by the support and belief of others.

The stunning installation, created by an international team of artistic collaborators including designers, animatronic experts and set builders, is based on delightful scenes of Santa Paws and his friends created by renowned French illustrator Eric Giriat.

The installation features over several figurines, powered by animatronics and mechanical ingenuity, as the talented characters inspire visitors to WF CENTRAL by performing the most amazing feats, demonstrating the wonder that anything is possible by believing in your own inner strength. The elephant shows determination; with his heavy bulk, he should not be able to balance on a bicycle and ladder. However, he bravely takes on the challenge and does not let size get in the way of his dream. Our playful little bunnies know that to put on a great show, it’s all about teamwork. The brave hippo uses all his courage to spin spectacular somersaults that, given his size, simply defy belief.

WF CENTRAL is the must visit destination this festive season to celebrate special moments with friends and family. Insert a Golden Ticket into the ‘Wishing Machine’ and Santa Claus will help you discover your inner strength and reward you with Christmas treats. Visitors are invited to collect five animal-themed stickers to redeem a special animal cookie.

### **WF CENTRAL Rewards Programme**

Enjoy splendid WF CENTRAL’s Christmas promotion featuring an array of exclusive, time-limited, rewards. During the promotion period, shoppers with same-day purchases of RMB 800 or above can redeem a Giraffe keychain and selected coffee by Seesaw Coffee.



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Members may also redeem unique gifts with 3,000, 5,000, 10,000 and 100,000 accumulated points respectively. Offers include limited-edition Christmas mugs from How Art Museum, MOLESKINE Notebooks as well as other festive items offered by WF Central retail brands.

From 1 January 2019, WF CENTRAL Rewards Programme will be integrated with Hongkong Land's two other leading premium lifestyle retail destinations LANDMARK in Hong Kong and ONE CENTRAL in Macau. Every single dollar spent in local currency will be equivalent to one point when shopping at any of the three locations. The elevated experience enables WF CENTRAL Rewards members to enjoy more benefits and privileges around the region.

To celebrate the launch of the regional membership programme, from 1<sup>st</sup> December 2018 to 17<sup>th</sup> February 2019, WF CENTRAL members can enjoy double reward points when shopping at two locations, or triple reward points when shopping at three locations, for up to 500,000 reward points during the promotion period.

To join, simply follow WF CENTRAL's Official WeChat and register to become members. All registered members can collect a Golden Ticket for even further exclusive Christmas offers and an introductory leaflet to start their Christmas journey at WF CENTRAL during promotion period.

To discover more about WF CENTRAL and to receive our latest news and information on upcoming events, follow us on our Sina Weibo account and our WeChat account at 'WF CENTRAL'.

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## **WF CENTRAL**

WF CENTRAL is Hongkong Land's leading premium lifestyle retail centre in China at the commercial and political heart of the capital city, with the design and scale to both respect and revitalise the historic fabric of the Wangfujing area. Occupying a prime site of approximately 21,000 sq. m. on Wangfujing Street in Dongcheng District, Beijing, WF CENTRAL is bringing the community a total of 150,000 sq. m. gross floor area – including a 73-room hotel Mandarin Oriental Wangfujing, Beijing. The property offers 43,000 sq. m. of retail space.

Bringing together an unparalleled range of Luxury, Fashion, World-class Gastronomy, Lifestyle & Wellness, and Art & Culture experiences, WF CENTRAL is set to offer an authentically-new Beijing lifestyle experience by providing the opportunity to find inspiration, enjoy culture and be part of a new global perspective.



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Located on the prosperous Wangfujing Street, WF CENTRAL is only a stone's throw away from the Forbidden City and the Central Business District of Beijing. It will provide 660 carpark spaces and is well served by the capital's public transportation and metro networks.

## Hongkong Land

Hongkong Land is a leading property investment, management and development group. Founded in 1889, Hongkong Land's business is built on excellence, integrity and partnership.

The Group owns and manages more than 850,000 sq. m. of prime office and luxury retail property in key Asian cities, principally in Hong Kong, Singapore and Beijing. Its properties attract the world's foremost companies and luxury brands.

Its Hong Kong Central portfolio represents some 450,000 sq. m. of prime property. It has a further 165,000 sq. m. of prestigious office space in Singapore mainly held through joint ventures, a luxury retail centre at Wangfujing in Beijing, and a 50% interest in a leading office complex in Central Jakarta. The Group also has a number of high quality residential, commercial and mixed-use projects under development in cities across Greater China and Southeast Asia. In Singapore, its subsidiary, MCL Land, is a well-established residential developer.

Hongkong Land Holdings Limited is incorporated in Bermuda and has a standard listing on the London Stock Exchange, with secondary listings in Bermuda and Singapore. The Group's assets and investments are managed from Hong Kong by Hongkong Land Limited. Hongkong Land is a member of the Jardine Matheson Group.

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Please download the hi-res images at:

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Visitors can also participate in the festivities by registering on WF CENTRAL's WeChat account to receive a golden Circus ticket. Insert a Golden Ticket into the 'Wishing Machine' and Santa Claus will help you discover your inner strength and reward you with Christmas treats.





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Exclusive delicacies are presented by WF CENTRAL in this festive season, including CAFE LANDMARK's Merry Ellie, THE WOOD's cafe special animal cookie and TIAGO HOME KITCHEN's carousel high tea set.



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