



WF CENTRAL Unveils SALON TEN and The BESPOKE Regional Recognition Programme Offering Prestigious Customer Services

*SALON TEN, a new elite VIP salon at WF CENTRAL
Curated by the renowned designer, Alan Chan*

BEIJING, 13th December 2018 – WF CENTRAL today officially launched SALON TEN, one of the most exclusive and elite VIP salons in Beijing and announced the BESPOKE regional recognition programme, offering the opportunity to earn rewards and enjoy unrivalled experiences across WF CENTRAL’s regional sister properties, LANDMARK in Hong Kong and ONE CENTRAL in MACAU.

SALON TEN and the BESPOKE regional recognition programme are set to further enrich WF CENTRAL customers’ shopping experiences, providing both highly personalised loyalty rewards and unsurpassed levels of customer service.

A prestigious opening party was officiated by: Mr Raymond Chow, Chairman of Wangfu Central Real Estate Development Company Limited and Executive Director of Hongkong Land; Mr Mark Pu, Shareholder of Wangfu Central Real Estate Development Company Limited; Ms Shirley Lam, General Manager, China Commercial Property of Hongkong Land; Alan Chan, the award-winning designer for World’s Outstanding Chinese Designer in 2017 by HK Design Centre.

Mr Raymond Chow, Chairman of Wangfu Central Real Estate Development Company Limited and Executive Director of Hongkong Land, commented: “SALON TEN provides our esteemed VIP customers the ultimate levels of attentive services in a luxurious space which brings together the worlds of art and culture in a highly distinctive and prestigious environment. Our BESPOKE regional recognition programme offers our loyal customers an unparalleled range of exciting rewards and personalised experiences to be enjoyed across our distinguished retail destinations in the region.”

Alan Chan, the award-winning designer behind the creation of SALON TEN, remarked: “SALON TEN is an inspiring project because it combines the elements of an exquisite contemporary lifestyle alongside themes that reflect Beijing’s distinctive history and heritage. One of the fundamental messages in my work is the uniting of Eastern and Western design philosophies to connect the distant past to the lively present. I hope guests to SALON TEN not only enjoy a luxurious salon where they can relax, wine and dine, but also immerse themselves in a transformative environment



instilled with knowledge and insights from the past”.

The BESPOKE regional recognition programme

From 1st January, WF CENTRAL will launch the BESPOKE regional recognition programme offering its members to benefit from the unique shopping destination and cultural experiences to be found at leading premium lifestyle destinations, LANDMARK in Hong Kong and ONE CENTRAL in Macau, whilst collecting BESPOKE Rewards points for every Hong Kong Dollar (HKD), Macau Pataca (MOP), or Renminbi (RMB) spent.

The points can be redeemed at any of the prestigious shopping destinations to enjoy exclusive offers, tailored to members’ lifestyle and tastes including curated brand-experiences, off-the-menu food and beverage offers, personal invitations to exclusive events and the opportunity to join private cultural tours. Money can’t buy experiences include an exclusive three-day excursion to Geneva, with a behind-the-scenes visit to Chopard; an invitation-only cooking class with Fred Pinel at the Pinel et Pinel showroom at Hong Kong’s LANDMARK; and luxurious bespoke personal party for you and your guests with BVLGARI Fiesta at the BVLGARI lounge at LANDMARK, Hong Kong.

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

SALON TEN - An immersive past, an indulgent present

Located on the third floor of WF CENTRAL’s east building, SALON TEN is designed by the renowned designer, Alan Chan, using his signature style of fusing Asian and Western cultures in a contemporary and harmonious context. This new elite VIP salon is inspired by the lives of Prince Pu Lun and Prince Pu Dong, cousins of the last Qing Emperor Pu Yi. Formerly the home of the two princes, WF CENTRAL, is the ideal location to celebrate the rich history and contributions of the princes, reflected in SALON TEN’s two lifestyle spaces, ‘The Prince’s Voyage’ and ‘Cabinet of Wonders’.

Prince Pu Lun was a distinguished diplomat who led a delegation to the US in 1904 to represent China at the St Louis World’s Fair. Inspired by Prince Pu Lun’s seafaring journey from East to



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West, Alan Chan created the entrance and bar areas of SALON TEN themed with parchment coloured palettes and Old World globes, maps, and vintage suitcases to embody ‘The Prince’s Voyage.’ The decor captures the beauty of experiencing parts of the world for the very first time and like Pu Lun himself, bridges the cultures of east and west.

A ‘Silk Road’ decorated with a stunning water feature, which is a Chinese landscape painting created using traditional Chinese coins, and silhouetted windows featuring the two princes’ side profiles, which also acts as the dining and display area, leads guests to the immersive ‘Cabinet of Wonders’. This space is an exclusive area catering to the top-tier VIPs at SALON TEN and captures the essence of Chinese music, performance, and literature in homage to the multi-talented Prince Pu Dong, who was a master of Chinese calligraphy, art, and music.

SALON TEN also encompasses an extraordinary art collection, with hundreds of works dating from the turn of the last century to contemporary pieces, including not only artworks collected by Alan Chan from all over the world, but also precious works by Prince Pu Dong himself, acquired by WF CENTRAL.

As a rendezvous of Chinese culture and exquisite contemporary lifestyle, SALON TEN offers an exquisite array of top-tier services to guests of WF CENTRAL. BESPOKE members can unlock SALON TEN’s prestige and privilege with an accumulated annual spending of over RMB 200,000. Guests can relax at SALON TEN after shopping, enjoying high-end hospitality and premium selections of food and beverages.

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’.

Please download the high-resolution images at:

<https://pan.baidu.com/s/1bbRXJ5EcgpjrrDU24MDIaw> Code: kfd4

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(From left to right) Mr Raymond Chow, Chairman of Wangfu Central Real Estate Development Company Limited and Executive Director of Hongkong Land; Mr Mark Pu, Shareholder of Wangfu Central Real Estate Development Company Limited; Ms Shirley Lam, General Manager, China Commercial Property of Hongkong Land; Alan Chan, the award-winning designer for World's Outstanding Chinese Designer in 2017 by HK Design Centre.



Mr Raymond Chow, Chairman of Wangfu Central Real Estate Development Company Limited and Executive Director of Hongkong Land, speaking at the launch party.



Alan Chan, the award-winning designer for World's Outstanding Chinese Designer in 2017 by HK Design Centre, speaking at the launch party.



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Located on the third floor of WF CENTRAL's east building, SALON TEN is designed by the renowned designer, Alan Chan, using his signature style of fusing Asian and Western cultures in a contemporary and harmonious context.



'The Prince's Voyage', which is inspired by Prince Pu Lun's seafaring journey from East to West, is the entrance and bar areas of SALON TEN.



Old World globes, maps, and vintage suitcases decorated in 'The Prince's Voyage' capture the beauty of experiencing parts of the world for the very first time and like Pu Lun himself, bridges the cultures of east and west.



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A 'Silk Road' decorated with silhouetted windows featuring the two princes' side profiles, acts as the dining and display area as well as a connection between the two main spaces, 'The Prince's Voyage' and 'Cabinet of Wonders'.



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'Cabinet of Wonders' is an exclusive area catering to the top-tier VIPs at SALON TEN and captures the essence of Chinese music, performance, and literature in homage to the multi-talented Prince Pu Dong, who was a master of Chinese calligraphy, art, and music.



Art Gallery outside 'Cabinet of Wonders'



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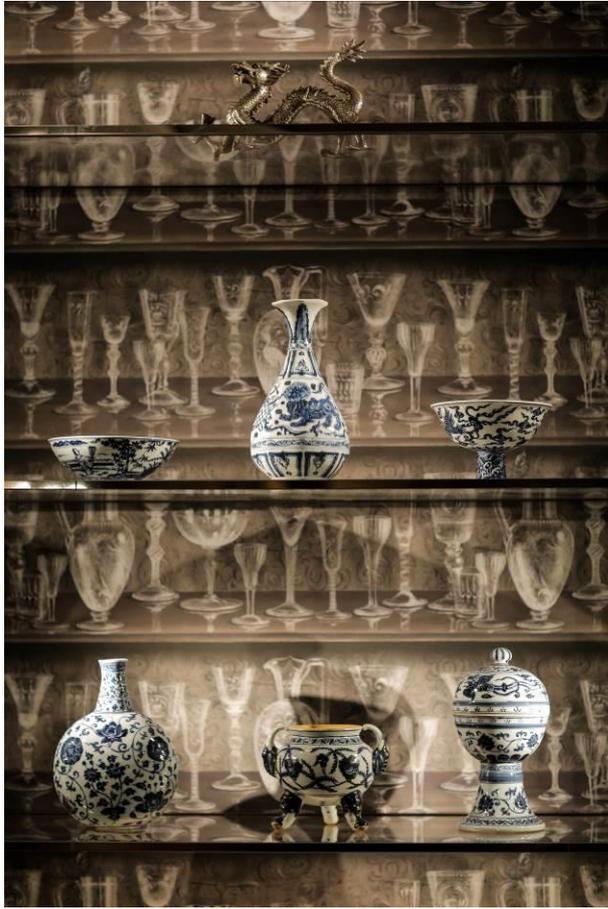


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Guests of the BESPOKE regional recognition programme and SALON TEN launch party.



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(From left to right) Mr Raymond Chow, the renowned Chinese fashion designer Pei Guo and her husband.



(From left to right) Mr Raymond Wong, Executive Director of Hongkong Land Limited, Mr Mark Pu, Alan Chan and Mr Raymond Chow.



(From left to right) Howard Cai, the famous Chinese food critic, whisky expert and Founder of the restaurant Howard's Gourmet, Alan Chan, and friend.



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(From left to right) The renowned Chinese fashion designer Pei Guo and her husband, Alan Chan, Ms Shirley Lam, the famous Chinese visual artist Man Chan, and friend.



Alan Chan shared his inspirations behind SALON TEN with guests.



Exquisite desserts of the BESPOKE regional recognition programme and SALON TEN launch party.



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The Pipa Artist Yang Wang and Violinist Ling Xie together brought a fabulous performance, adapted from an ancient Chinese musical piece, Ambush from All Sides, by Mr Yao, the official music arranger of the renowned singer Dadawa.

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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



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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.

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 provides 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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