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Hang Lung Properties : Fiercely Fashionable Fun at Fashion Walk's "Halloween Styloeven 2015 Monsters' Ball"



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(Hong Kong, October 7, 2015) Hang Lung Properties' Fashion Walk in Causeway Bay is renowned for its stylish take on Halloween and parties that bring the city to life, and this year is no exception. Presenting the party that everyone will want to be seen at, 'Halloween Styloeven 2015 Monsters' Ball' is Fashion Walk's invitation to unleash the beasts of fun, flair, and funk for a truly wild night to remember. The huge 'Monster Parade' on the night of October 30 will feature local designer-illustrator, Prodip Leung's two-meter-tall 'Monster F'. And as if that wasn't enough to get the party started, partygoers can also take a dive into the monster pit to rock the night away.

Fashion Walk is pleased to be collaborating with Hong Kong-based designer-illustrator, and ex-bassist of the hip-hop group LMF, Prodip Leung, to bring to life the most adorably sassy and edgy monsters for Fashion Walk's 'Halloween Styloeven 2015 Monsters' Ball'. Prodip has added Monster F to his own popular collection monsters Pascagoula Alien, Kiefer and the newly-debuting Aidan. Monster F was inspired by the five-meter-tall puppet that was the central character in 'Halloween Styloeven 2014' party. Prodip's new three-eyed Monster F, which he has especially created for the occasion, is a true Fashion Walk mascot: its three eyes have a visionary outlook on present and emerging trends, and the 'F' in its name represents its position as a fashion-forward trendsetter in Hong Kong's fashion and lifestyle scene.

From now until October 31, Fashion Walk is the unique photo-op for the city's fashionistas and trendsetters, combining our hallmark edgy style with the devilish fun of Halloween. Visitors are invited to explore the exhibition of Prodip's creative works and designs at 'Monster In The House' in the Main Block, and to take a journey through the inspirations that have led him to his extraordinary artistic style. At the 'Halloween Styloeven 2015 Monsters' Ball' on October 30, the carnival-like atmosphere will erupt onto Great George Street, as the spectacular 'Monster Parade' sets out to bring some fierce fashion fun to shoppers and passers-by. Fashion Walk is also excited to be collaborating with TimeOut to bring customers dressed in creative costumes the opportunity to meet seven classic movie monsters at the 'Monsters' Ball on Food Street', adding to the excitement of the night with spooky booth games.

The Halloween fun at Fashion Walk does not end there. With a full program of 'University of Halloween' workshops, customers are invited to create their own monster puppets and learn the steps for a Halloween-themed dance that will get them into the groove for party night at Fashion Walk. Tenants at Fashion Walk are also getting into the party spirit with Wildfire+ and LOG-ON celebrating with special bat-themed menus and products. Customers who spend a designated amount at Fashion Walk will enjoy exclusive shopping privileges and exciting offers, including limited edition Fashion Walk x Prodip T-shirt and two complimentary tickets to 'Bat Cave: Treasures of The Day and Creatures of The Night' by Asia Society Hong Kong Center. Please refer to the appendix for more details.

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