



Press Release

For Immediate Release

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Grand Opening of Mira Mall in October Set to Become the Latest Shopping Mecca

Following on from the launch of award winning design hotel The Mira Hong Kong, the complete renovation and re-branding of the shopping centre within – Mira Mall – is also finished. The grand opening will take place mid-October, bringing shoppers a stress free, intimate and elegant experience.

Chief Operations Officer, Felix See proudly shares, “This latest addition to Miramar Group’s growing portfolio is just one of a series of renovation and re-branding initiatives. When Mira Mall officially opens in October, we’re optimistic that the leasing rate will reach 100%, and we have already started the development plan of the second phase that includes the Miramar Shopping Centre’s façade and facilities. Customers can also expect many more exciting dining and shopping experiences to come their way under the Mira brand.”

Divided into two phases, the Mira Mall project covers 500,000 sq. ft. of space and features around 140 shops. Boasting 4 levels and 100,000 sq. ft. of space, Mira Mall phase 1 features about 30 shops, three of which are 2-stories or higher flagship stores for COACH, Tommy Hilfiger and TWIST. Shoppers will also find an eclectic mix of Japanese fashion, high-end brands and popular labels plus a host of lifestyle shops. Bold lines and curves endow a timeless, modern touch to the mall, while the yacht deck inspired white wooden-paneled ceilings on 1/F and 2/F work perfectly with the calming cream coloured flooring, and evokes a sense of relaxation.

Along with the mall grand opening, lifestyle store **collect point** will also open at Mira Mall. Boasting over 22,000 sq. ft of shopping area, it’s where shoppers can expect the hottest fashion brands and home furnishings all under one roof. Popular brands from Japan such as **niko and...** will be making their debut in Hong Kong and offer the much revered Japanese style home furnishing, kitchenware, and stationery as well as the latest fashion. This lifestyle store will also feature a chic café, offering shoppers the chance to chat and relax over sweet treats and coffee. **NorieM, SENSOUNICO, Sebago** and **IKA BUTONI** will launch for the first time in Hong Kong at Mira Mall too.



Shoppers can also look forward to a new Assaggio Trattoria Italiana in Mira Mall. Apart from featuring an extensive cold cut selection, it also serves breakfast for those who enjoy pastries and a cup of hot coffee, Italian style.

The opening of Mira Mall puts Miramar Group among the emerging players in the growing retail market in Hong Kong. This latest move further strengthens the Mira brand, and is a part of the latest initiative to take Miramar Group to the forefront of sophisticated lifestyle brands.

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About Mira Mall

Taking up a total of 500,000 sq. ft, Mira Mall will be home to 140 shops when it's complete. Opening its doors back in April 2012, phase 1 of Mira Mall consists of a brand new 4-storey mall fronting the busy Nathan Road and features 2-storey or higher flagship stores of international fashion brands which offer ever wider selections of the latest fashion and accessories. Mira Mall is also home to stylish cafés and lifestyle stores, and will appeal to young women who embrace their individuality. Phase 2 of Mira Mall commenced at the same time, to offer shoppers an ever better shopping experience soon.

About Miramar Group

Based in Hong Kong, Miramar Hotel and Investment Company, Limited (Miramar Group) was established in 1957. Listed on the Hong Kong Stock Exchange since 1970 (HKSE:71), Miramar Group is a member of Henderson Land Group, with a diversified business portfolio covering hotels and serviced apartments, property investment, food & beverage, travel services and retail in Hong Kong, mainland China and the United States.

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