



**Press
Release**

For Immediate Release

17 October 2012

Miramar Group's Latest Retail Initiative Mira Mall Opened Today

www.mira-mall.com

118 Nathan Road,
Tsimshatsui, Kowloon
T (852) 2315 5868

Housing 30 spacious shops in a 100,000 sq. ft. shopping area, Mira Mall opened today, bringing yet another new and exciting lifestyle experience following the launch of The Mira Hong Kong.

Mira Mall invited local celebrities to its themed grand opening ceremony which was based on the launch advertising campaign "your prince will come - a modern fairytale". The 3 modern day fairy-tale heroines were chosen and designed to reflect the modern woman's individuality and confidence; Snow White, Cinderella and Red Riding Hood all joined the opening celebration showing today's woman can take charge and make her own dreams come true.

Celebrated singer and pop idol Joey Yung, who defines fashion and lifestyle trends for many young women, was the guest of honour at the opening ceremony.

Famous blogger, Helen To, made a special appearance at the grand opening. She will partner with Mira Mall and on a regular basis share tips on how to put together the hottest looks on Mira Mall's designated website www.mira-mall.com.

Chief Operations Officer, Felix See proudly shared, "This latest addition to Miramar Group's growing portfolio, Mira Mall is phase 1 of a new 500,000 sq. ft. shopping complex, housing around 140 shops, numerous restaurants and entertainment options. We have already started the development plan of phase 2 which includes Miramar Shopping Centre's façade and facilities which will be given a facelift-to offer shoppers an ever better experience." He continues, "The renovation has started and is



targeted for completion by Q4 2014. Customers can expect many more exciting dining and shopping experiences to come their way under the Mira brand.”

The Mira Mall grand opening celebration extended into Miramar Shopping Centre, where shoppers enjoyed free Champagne and played games to win amazing prizes. In addition, a special treasure hunt will be held throughout this month where close to 100 chests containing wonderful gifts can be won by shoppers, including special edition handbags, shoes and accessories, and will be another highlight of the launch!

The 4-storey tall Mira Mall is home to 5 flagship stores: **Collect Point**, **K-SWISS**, **Masterpiece by King Fook**, **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. As well as **niko and...**, **NorieM SENSOUNICO** from Japan, boat shoes and marine clothes specialist **Sebago** and eponymous fashion label **IKA BUTONI** will be making their debut in Hong Kong. **LAURA ASHLEY** at Mira Mall will also be the first shop to introduce the **LAURA ASHLEY London** label.

Shoppers can also look forward to a new **Assaggio Trattoria Italiana**, which features an extensive cold cut selection. It also serves breakfast for those who enjoy Italian style coffee and pastries.

The opening of Mira Mall will further strengthen the Mira brand, and is a part of the latest initiative to take Miramar Group to the forefront of sophisticated lifestyle brands.

- End -

Press Release

www.mira-mall.com

118 Nathan Road,
Tsimshatsui, Kowloon
T (852) 2315 5868



Press Release

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 high 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.

www.mira-mall.com

118 Nathan Road,
Tsimshatsui, Kowloon
T (852) 2315 5868

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.

For media inquiries, please contact :

Group Marketing and Communications Department of Miramar Group

Adela Ng, Assistant Communications Manager Tel: 2315 5471

Email: adela.ng@miramar-group.com

Becky Chan, Communications Officer Tel: 2315 5471

Email: becky.chan@miramar-group.com

Miramar Shopping Centre Promotions

Esther Yuen, Promotion Manager Tel: 2315 5542 / 9322 9625

Email: esther.yuen@miramar-group.com

Vincent Law, Promotion Officer Tel: 2315 5470 / 9212 4432

Email: vincent.law@miramar-group.com