



王府中環  
WF CENTRAL

## **Hongkong Land Announces Soft Opening of WF CENTRAL**

*Doors set to open on WF CENTRAL*

*a unique premium lifestyle retail destination in Wangfujing, Beijing*

**Beijing, 1<sup>st</sup> November 2017** – Leading developer Hongkong Land today announced that its premium lifestyle retail destination, WF CENTRAL, a world-class, 150,000 sq. m. retail, fine dining and hospitality hub in Wangfujing, in the centre of Dongcheng District, will open, as part of a soft launch from Tuesday, 28<sup>th</sup> November.

“WF CENTRAL represents a wholly unique retail and lifestyle experience in the heart of Beijing,” said Mr Raymond Chow, Executive Director of Hongkong Land. “It has been envisaged as a Beijing landmark of quality living by engaging, connecting and building community through a considered curation of art and cultural activity and experiential lifestyle.”

“As an iconic centre-piece of the ongoing transformation of Dongcheng District, WF CENTRAL is well poised to meet the needs of China’s next-generation of consumers and stands as testament to Hongkong Land’s ability to transform communities with diverse, sophisticated and attractive developments.”

WF CENTRAL sets a new benchmark for retail and lifestyle through its FIVE Core categories. Each category offers unmatched experiences namely: Luxury; Fashion; World-class Gastronomy; Lifestyle & Wellness; and Art & Culture.

During the soft opening period, one will see the introduction of an exciting mix of more than 100 tenants. WF CENTRAL introduces a dynamic and attractive array of renowned international brands, including many for the first time in China.

### **Luxury & Fashion**

Prestigious luxury brands opening in November include Chopard, Jimmy Choo, Longchamp, Moschino, Salvatore Ferragamo and Tory Burch along with the very first Yves Salomon boutique in China. They will be closely followed by further openings of premium international brands, including Chaumet, FENDI, GUCCI, IWC, Loewe, Moynat, Prada, Saint Laurent, TOD’s and Vacheron Constantin, together with Beijing’s first R. Sanderson store.

“Saint Laurent is very pleased to extend the partnership with Hongkong Land from Hong Kong to Beijing at WF CENTRAL,” said Mr Marco Vigano, President, Saint Laurent APAC. “We look forward to presenting the first integrated full range Saint Laurent store in Beijing.”

“It is a great honour for us to join this centrally-located new shopping destination in Beijing,” said Ms Ellen Sorensen, Managing Director of Vacheron Constantin China. “The new Vacheron Constantin boutique in WF CENTRAL will extend Vacheron Constantin’s commitment to offer the most exquisite hand-crafted watches and outstanding, personalised client service in China.”



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Mr Dennis Lee, Managing Director of IWC (International Watch Company) China said, “IWC is pleased to be opening the brand new boutique in WF CENTRAL, delivering our 150-year-old art of watchmaking and advanced technologies as well as our creative brand culture to customers.”

A collection of the latest exciting contemporary fashion brands, many debuting in Beijing for the first time, include a Victoria’s Secret flagship store set over three floors; a global flagship store for Pandora; and a China flagship store for exciting British contemporary fashion brand Superdry. The soft opening also welcomes Links of London to the city for the very first time.

### **World-class Gastronomy**

An eclectic array of over 23 exciting world-class gastronomy offerings and renowned culinary concepts include the elegantly refined Chinese-cuisine dining experience of Howard’s Gourmet; a Beijing first for high-end yakiniku restaurant, the Michelin-starred KANPAI CLASSIC; Chef Alan Wong’s Californian-styled Japanese restaurant Hatsune; a Beijing debut for acclaimed Canton restaurant Jade Garden; and the introduction to Beijing of CAFÉ LANDMARK, an iconic luxury dining experience overlooking the WF CENTRAL Atrium.

“CAFÉ LANDMARK in Hong Kong is one of the most popular restaurants in the heart of Central,” said Mr Martin Lee, Chief Operating Officer of Maxim’s Caterers Limited. “For many years, it is an all-time favourite for socialites and business executives to gather and enjoy a wide range of delicacies day and night. We are excited to bring our signature dishes such as the Boston Lobster Linguine to WF CENTRAL and delight Beijing’s food lovers with a unique ‘see and be seen’ experience.”

“Howard’s Gourmet is excited to open in WF CENTRAL,” said Mr Lawrence Tse, Managing Director, Lai Sun Dining-Asian Division. “We are bringing our unique brand of Chinese fine dining experience to Beijing that will perfectly match the elegant lifestyle of the city.”

Casual dining experiences for the family include a Beijing first for The Cheesecake Factory, with its famed giant portions and namesake dessert; bakery, coffee house and wine market concept Baker&Spice; Tomacado’s upscale comfort food; pop in for a light bite at The Rug Café; Tribe, offering organic, healthy fare; Italian pastas and pizzas at Tiago; tasty treats at Früt Actually and Garrett Popcorn Shops; and syphon, hand press or a standard pulled cappuccino from the ‘coffee architects’ at Seesaw Coffee.

### **Lifestyle & Wellness**

A rich assortment of lifestyle and wellness offerings include the first China flagship store for Under Armour; the unique reading café and shopping experience of Yan Ji You bookshop; personal pampering at Plurecil, offers the very latest Japanese beauty treatment techniques whilst Parisian-based Laboratories FILORGA brings the advanced single-brand anti-aging experience centre in China for total skin rejuvenation.



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An extensive Pure Yoga centre opening in 2018 will appeal to health and fitness devotees, or simply relax and indulge in the art gallery inspired ‘chic’ of Hair Corner’s hair, opening in December.

“WF CENTRAL aims to create and lead the trends of a new premium lifestyle. That’s why Under Armour’s largest brand house in China settles here, reflecting our commitment and confidence in the market”, said Mr Erick Haskell, Managing Director of Under Armour Greater China, “We are committed to offering more innovative products to Chinese consumers, and creating brand new retail experiences by working with real estate giants like WF CENTRAL.”

“Hair Corner has 30-years of salon experience in Hong Kong and with Minus+, who have tailor-made a TS20 program on physical care, we will jointly bring customers unique beauty services at WF CENTRAL,” said Hair Corner, Chief Executive Officer, Mr Jofee Lee.

Mr Colin Grant, Chief Executive Officer, Pure Group said, “We’re pleased that Pure Group is extending its foothold in mainland China at WF CENTRAL in the nation’s capital city of Beijing. As Asia’s leading lifestyle brand, we are excited to bring our 360 degree lifestyle to Beijing. We look forward to sharing our yoga and fitness expertise in this exciting new community.”

### **Art & Culture**

WF CENTRAL’s design blends into the historic fabric of the Wangfujing District and incorporates a reconstructed Courtyard House, former residence of the princelings Prince Pu Lun and Prince Pu Dong, cousins of the last Qing Emperor Pu Yi, infusing the multi-functional space with a historical dimension.

The Green, located on the West side of the complex, is a large open area that provides visitors with outdoor recreational space to enjoy, ideal for a family day out. Offering inspiring experiences for visitors of all ages, WF CENTRAL will engage, connect and build community through a considered curation of art and cultural creativity and experiential lifestyle.

An opening season of events includes highly prestigious artistic collaborations with renowned international arts bodies with an exciting line-up of exclusive arts exhibitions and installations to be announced shortly.

### **Luxurious accommodations**

The development also includes the 74-room Mandarin Oriental Wangfujing, Beijing, which will open later in 2018. Located on the top two floors, the hotel will provide exceptional service and exclusivity for discerning travellers. Featuring two prestigious restaurants and a bar designed to become a destination in itself, Mandarin Oriental Wangfujing, Beijing will offer some of the finest cuisine in the city.



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Please download the hi-res images at: <http://bit.ly/2z6kVKQ>



Mr Raymond Chow, Executive Director of Hongkong Land, announced the soft-opening date of WF CENTRAL, a world-class premium lifestyle retail destination in Wangfujing, in the centre of Dongcheng District, Beijing.



WF CENTRAL is set to offer an authentically-new Beijing lifestyle experience by bringing together an unparalleled range of Luxury, Fashion, World-class Gastronomy, Lifestyle & Wellness and Art & Culture experiences.



WF CENTRAL is Hongkong Land's leading premium lifestyle retail destination in Beijing, China. The Bridge connects the East and West side of the property, over the iconic Wangfujing West Street.



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WF CENTRAL is committed to preserving the history and supporting the local community of Beijing. The Courtyard House is the former residence of two princes, Prince Pu Lun and Prince Pu Dong, cousins of the last Qing Emperor Pu Yi.



The Green, located on the West side of WF CENTRAL, is a large open area that provides visitors with outdoor recreational space to enjoy.

## WF CENTRAL TENANTS

LUXURY BRANDS		
Bottega Veneta Breitling Chaumet Chopard Dsquared2 Ermenegildo Zegna FENDI GIADA GUCCI Hogan IWC	Jimmy Choo Loewe Longchamp Moschino Moynat Panerai Piaget Prada Pringle of Scotland Puyi Optical	Qeelin R. Sanderson Saint Laurent Salvatore Ferragamo TOD's Tory Burch Vacheron Constantin Vivienne Tam Yves Salomon 1436



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<b>FASHION BRANDS</b>		
AnyShopStyle APM Monaco Arc atelier BA&SH Blue Erdos Cara Blue Chow Sang Sang C.P.U. Denham Diesel Ed Hardy	Erdos Folli Follie Furla I Do Initial IRO Les Benjamins Links of London Love Moschino Lukfook Jewellery Maje	Mattitude Mdreams Miss Sixty Mujosh Pandora Patrizia Pepe Sandro Superdry Victoria's Secret YI ZHUCHONGYUN
<b>LIFESTYLE &amp; WELLNESS</b>		
Arc'teryx Carrefour Wangfujing FILORGA Hair Corner Libratone Mannings	Moleskine Particle Fever Plurecil PUMA Select Pure Yoga	SALOMON The North Face Under Armour Y-3 Yan Ji You
<b>FOOD &amp; BEVERAGE</b>		
Baker&Spice CAFÉ LANDMARK Früt Actually Garrett Popcorn Shops Hatsune Howard's Gourmet Jade Garden KANPAI CLASSIC	Meat Up MULU Mvuke Tokyo Putien Seesaw Coffee Starbucks The Cheesecake Factory The Five	The Rug Café THE WOODS CAFÉ Tiago Tomacado Tribe VOM FASS Xihe Bistro



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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 74-room Mandarin Oriental hotel. The property offers 50,000 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 will provide 660 carpark spaces and is well served by the capital's public transportation and metro networks.

## **Hongkong Land**

Hongkong Land is a listed 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 almost 800,000 sq. m. of prime office and luxury retail property in key Asian cities, principally in Hong Kong and Singapore. Hongkong Land's 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, and a 50% interest in a leading office complex in Central Jakarta. The Group also has a number of high quality residential and mixed-use projects under development in cities across Greater China and Southeast Asia, including a luxury retail centre at Wangfujing in Beijing. 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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