

To: Editor of Feature Division

Press Release - For Immediate Release

The Arcade of Cyberport unveils the Furniture, Deco & Lifestyle Products Mega Sale

Hong Kong – 14th June 2012 -- The two art extravaganzas "Le French May" and "ART HK 12" recently held in Hong Kong have drawn dramatic attention across town. To extend this artistic flair to daily living and home lifestyle, The Arcade at Cyberport will be hosting the "Furniture, Deco & Lifestyle Products Mega Sale" from 30 June to 2 July. Over 10,000 pieces of quality products from leading local and international furniture, homeware and lifestyle brands will be on sale at up to 70% off. A "\$1 Furniture & Home Deco Bid" session will also be staged to add more fun and excitement to the shopping spree by picking up great finds at irresistible prices. Other activities include a super-value English tea buffet and special free gift redemption. The perfect shopping place-to-be for celebrating the HKSAR Establishment Day Holiday!

"Living Ideas@Cyberport" – the Premier Lifestyle Hub on the Island South

Having rebranded as Hong Kong's newest destination for home furnishings, The Arcade is now home to various renowned designer products from Europe, America, along with creative local designer brands. Specially selected home products are unique in style that showcase exceptional creativity of design masters.

The Mega Sale is the first one to launch at The Arcade under the lifestyle concept "Living Ideas@Cyberport". Kicking off on 30 June for 3 consecutive days, the Mega Sale features a refined collection of designer furniture, home accessories and quality apparels at nearly 20 booths at the Ocean View Court of The Arcade. From exotic, modern-chic to innovative, eco-friendly household creations, a wide array of goods is available with great discount. It's a great opportunity to touch up your own living space with artistic home style through creative mix and match.

Participating renowned furniture retailers include Indigo Living, Indigo Kids, OVOstudio, G.O.D., JMStyle and Ulfert, together with unique designer brands such as Aluminum, Woodmark Living, Mama's Dear, Hidestyle, Absolute Homecare, Barone Kitchen, To To Living, HOME@SaJo, Oriental Rugs and Everything Under the Sun.

High-end fashion brands are also part of this event, including Absolute Fashion Outlet featuring top designer labels such as D&G, Versace, Mondi and TSE, as well as the sophisticated German ladies' fashion Marco Visconti. Save up to 70% off for items from head to toe.

A Truly Artistic Escape for the Long Weekend

The “\$1 Furniture & Home Deco Bid” staged at 3:00pm on 2 July, the last day of the Mega Sale, will be the climax of the 3-day event. The exciting bidding will start from \$1 for selected furniture, bedding, baby products and home accessories priced between \$549 and \$3800. Don’t miss the best bargain!

Shoppers can redeem a digital radio for spending HK\$1,000 or more, or a bottle of free wine for spending HK\$2,000 or above at the Mega Sale. Free gifts are available while stock lasts. Same day receipts can be accumulated for redemption.

During the Mega Sale, shoppers can sit back for a gourmet pleasure while enjoying Cyberport’s magnificent harbour view. A super-value English tea buffet set at just \$48 per head will be offered from 3:00pm to 5:30pm every day. Besides, 300 cups of new flavor Dreyer’s ice-cream will also be given out for free tasting at 2:00pm on each of these 3 days, on a first-come-first-served basis.

The “Furniture, Deco & Lifestyle Products Mega Sale” is all set to woo true lifestyle shoppers with amazing promotion and design sensuality at “Living Ideas@Cyberport”.

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Kindly download photos from the below link:

<http://www.dropbox.com/gallery/53442502/1/Cyberport%20Mega%20Sale?h=cac81e>

For enquiry (public) : 3166 3111

Facebook: www.facebook.com/arcade.cyberport

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Appendix 1: Product Information of Participating Retailers

Appendix 2: \$1 Furniture & Home Deco Bid Information

About The Arcade, Cyberport







The Arcade, situated in the core zone of Cyberport, is a 27,000 m² retail and entertainment complex with an international mix of a state-of-the-art cinema, restaurants featuring fine cuisines, a variety of lifestyle shops and a supermarket. It is a one-of-a-kind, high-end shopping arcade in the Southern District of Hong Kong.








The Arcade's innovative design and unique architecture integrate nature and technology with retail, entertainment and education/exhibition activities. It offers unparalleled experience for visitors, and provides the community with a place to meet, relax, refresh and do business. In addition, The Arcade is equipped with avant-garde multimedia facilities and Open Wi-Fi, through which visitors can access information at any time and stay connected.





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Appendix 1: Product Information of Participating Retailers





	Company	Logo	Products	Product details
1	Indigo Living			Geneva Walnut Sideboard 3 doors original: \$7,990 Now: \$5,993 Lacquer Nesting Table Red original: \$7,490 Now: \$1,872.5
<p>Established in Hong Kong in 1979, Indigo offers customers high quality and innovative interior design, furnishings and accessories through its retail, rental, wholesale and project divisions. Launching fresh collections throughout the year, Indigo provides a fashionable range to its customers across Asia and the Middle East. With a mandate to provide customers a wide range of design-led furniture and accessories, as a solution to interior design, Indigo shows individuals how to create a home to ensure their living space is a true expression of themselves.</p> <p>Designing a space for your own home has never been more simple, Indigo will partner with you to create an amazing interior that is sure to impress. That's Indigo Living.</p>				
2	Indigo Kids			Salisbury Tall Bookcase original: \$5,190 Now: \$2,595 Salisbury Kids Toys Box original: \$3,490 Now: \$1,745
<p>Indigo Kids caters to all ages, from tiny tots all the way up to teens with fun, functional furniture and playtime offerings, created to suit all needs and tastes.</p>				
3	OVOstudio			OVOstudio Bowl and plate set original: \$73 Now: \$37 Rainbow stool (Left) original:\$1,800 Now: \$900 (Right) original: \$2,900 Now: \$1,450

	<p>Founded in the year 2000, OVO group has been embellishing the lifestyles for inhabitants of metropolises. With our long-living aim to enrich one's life to the fullest and providing a sanctuary of tranquility and passion, we thrive to accompany our customers in achieving a utopian habitat. By providing a diverse range of products and services; quality lifestyle expands from the slightest touch of physical comfort, to the very sensational taste of traditional gourmet.</p>			
4	G.O.D.			Letterbox cosmetic bag G.O.D.original:\$150 Now: \$54
<p>Fusing the traditional and the modern, G.O.D. combines past and present Asian culture, pioneering the future of lifestyle retailing with cutting edge designs. We aim to show that the techniques and wisdom of past generations in the east still have a place in the future. Drawing inspiration from the condense urban jungles and serene rural environments which populate Asia while blending in a uniquely cultural sense of humour has made many of our products modern day design icons.</p>				
5	JMStyle Furniture & Gallery		 	Stone Pillow & Pouf original: \$1,800 NOW: \$900 Bamboo Table Lamp original: \$3,200 NOW: \$1,280
<p>JMStyle offers the discerning customer an opportunity to enjoy classic furniture representing some of most iconic designs of the 20th Century.</p> <p>In a flagship, 6,000 square feet, store at No. 312 Level 3, The Arcade, Cyberport, JMStyle offers one of the largest collections of classic and contemporary furniture in Hong Kong.</p> <p>Faithfully reproducing many of the most stylish and influential furniture designs of the last century, together with modern European-influenced sofas and seating, JMStyle is uncompromising on design quality, craftsmanship and materials. Selecting only the finest Italian and deluxe Aniline leather, customers can choose the highest standards of UK safety-certified foam. Frames are constructed using highest quality '304' stainless steel.</p> <p>A piece of designer furniture can provide the perfect highlight to your living environment, or be part of a range of select furniture bringing an overall ambience that transforms your general living space to a new, sophisticated, level.</p> <p>JMStyle's classic furniture is the perfect accompaniment to distinctive residential homes, hotels, clubhouses, restaurants, retail shops and offices. The JMStyle Cyberport flagship store and gallery showcases a diverse array of furniture ranges – creatively arranged by JM Style's UK creative director Malcolm Golding. This unique Hong Kong design showroom also provides a gallery platform for talented local artists to display their artwork. This is JMStyle – the place for quality and style.</p>				
6	Aluminium			Make up Combination Comparsa (incl chair) original: \$6,999 NOW: \$1,999
<p>Aluminium's mission is to provide stylish and alternative designer household furnishing and accessories to cosmopolitan dwellers. Aluminium was established in 1999, amidst the internet boom era. It was a time during when many high-tech firms were opening offices in Hong Kong, and they sourced quirky furniture from Aluminium to adorn their foyer and break-out room. The end of the millennium is also remembered with the explosion of media sectors, where new magazines</p>				

	<p>like Wallpaper was starting to gain momentum and preached the culture of interior design and high-end designer furniture. Aluminium therefore seized this moment in time, and started to educate the Hong Kong public on what "designer chairs" mean.</p> <p>In 2000, the introduction of the iconic "Ball Chair" by Aluminium has a certain "wow" factor to the design community in Hong Kong. This has fused a breakthrough in the traditional way of how Hongkongers look at a piece of furniture. From then on, it was a snowballing of Aluminium's popularity and the growth of Aluminium retail shops from one to presently 4 retail shops, in Central, Wanchai, Causeway Bay, and Horizon Plaza.</p> <p>Strategically positioned as the one-shop shopping venues for all kinds of design favourites from timeless design of Eames, to quirky design of Aarnio, Aluminium stocks almost all well-known furniture brands including Vitra, Herman Miller, Kartell, Magis, Fritz Hansen, Adelta, Hay, Artemide, Innovation, Kare Design, X.O.</p> <p>It is also noted that Aluminium has been active in launching cross-over events with international brands including PRADA, APPLE, NISSAN, LOEWE, Vacheron Constantin and so on.</p>			
7	<p>Woodmark</p> <p>Living</p>			<p>U.S. Walnut Dining Table original: \$12,650 NOW : \$7,980</p> <p>U.S. Oak Working Desk original: \$9,550 NOW: \$5,380</p>
<p>Woodmark is a furniture manufacturer established since 1986, features an exquisite and contemporary wooden furniture. Our extensive products are exported to Europe, US and Asian etc., hi-end market. All items are made with top-of-the-grade natural materials. We currently expand our business among retail market with 4 showrooms in Hong Kong aim to bring the best and inspiring design to every wood enthusiast.</p>				
8	<p>Mama's Dear</p>			<p>All-terrain high performance stroller original :\$5,830 NOW: \$3,498</p> <p>Dresser & Changing Unit original :\$5,900 NOW: \$3,540</p>
<p>Mama's Dear is a premium fine-living shop that offers the highest quality and aesthetic baby products. The products offered at Mama's Dear are safe, eco-friendly, beautiful, contemporary, functional, stylish yet practical. All items are meticulously curated by our professional purchasing team.</p> <p>Our thoughtful, helpful and knowledgeable merchandise experts have dedicated time and research in selecting products from around the world and introduce them to Hong Kong through Mama's Dear.</p> <p>With the spacious area, aesthetic shop display and professional sales guidance, our goal is to provide an unparalleled</p>				

one-stop shopping experience for babies and their parents.				
9	Ulfenbo		 	IPC Ulfenbo Spring Mattress (MK1) original: \$6,830 NOW:\$3,800 Ulfenbo Bobby 913 sofa original: \$7,980 NOW \$5,380
<p>Ulferts Group was established in 1975. Since 1979, it has been selling its own mattress label – Ulfenbo, which is now one of the major mattress brands in Hong Kong.</p> <p>The health-oriented Ulfenbo mattresses are all equipped with spring coil system which can evenly distribute your body weight, effectively eliminate excess pressure on any part of your body and extend the lifespan of mattresses.</p> <p>In addition, with more than 35 years' experience and specialized skills, Ulferts Group has successfully applied the spring coil technology of mattress to sofa and came up with a series of “Ulfenbo Leather Sofa”, which offer support comparable to mattress, perfect for you to sit or sleep in any pose you desire.</p>				
10	Hidestyle	HIDESTYLE	 	Cowhide patchwork rugs original:\$9,900 NOW: \$3,900 Cowhide Cushion original:\$450 NOW:\$150
<p>Hidestyle designs, manufactures and retails premium quality rugs and home decor items in hide and leather. This includes design rugs, patchworks rugs, ottomans, cushions and wall covering. Always popular are our cowhide rugs, we have the largest selection in Hong Kong with 17 different natural patterns, silk screen design and more than 50 different dyed colors. We have a huge selection of hides to choose from. We sell the finest longhair sheepskin rugs sourced from Australia and New Zealand. Specialty hide such as Reindeer, Springboks and Kangaroo are also available. Customs design and projects are welcomed.</p>				
11	Absolute Homecare	Absolute Homecare		Vase Original: \$350 Now: \$100/pc
<p>We are an intergraded consultancy dedicated to professional interior design and contracting business. Our team is expertise in interior design and project management for corporate, restaurants as well as residential projects. We provide proposal that suits your requirement, taste and style and make it practical. We design and create as its best!</p>				

12	Barone Kitchen			Coaster 墊 Original: \$300 NOW: \$ 120 Lemon Juice Squeezer Original: \$150 NOW: \$50/pc
<p>Barone Kitchen is your best choice for premium kitchen cabinet. We are devoted to provide unique & high quality kitchen cabinet system for customers. We integrate lifestyle into your kitchen design. All cabinet materials and metal components are of the most prestige quality and imported from Europe which ensures long lasting durability and convenience. We provide on-site installation service with our experienced technicians. To provide professional consultation and the best quality products to match your needs, this is our promise to you.</p>				
13	To To Living			Outdoor Dining Table with 4 Chair Parasol with Cement Base Original: \$6,660 Now:\$ 3,980
<p>ToTo Living is a well-established outdoor furniture company in Hong Kong. We offer wide ranges of stylish products with over 100 of colors & materials to consumers. Our price is competitive as we have our own factories and we can also customize your design according to your individual needs.</p>				
14	HOME@SaJo			Recycled Teakwood Dining Chair Original: \$2360 NOW: \$990
<p>Home@SaJo is the second line of ToTo Living. We sell exquisite design & high quality imported wooden furniture. We provide different kinds of wood including Teak & Magongany & stylish home accessorizes from Southeast Asia.</p>				
15	Everything Under the Sun			Gloster Azore Table & Chair Original: \$40,927 Now: \$32,741
<p>Everything Under the Sun™ opened its doors for business in 1996 and is the leading provider of high-end outdoor furniture and accessories in Hong Kong, China and South East Asia. We exclusively represent the international leaders in outdoor</p>				

	<p>furniture design and carry the most important brands. We have a gorgeous range of furniture, from modular sofas to outdoor lighting, barbecues and tableware. Our outdoor furniture uses durable combinations of wood and metal, synthetic wicker and an sling fabric mixed with Aluminium and Stainless Steel. Our team not only sources high-quality furniture from all around the world, we also provide customers with professional advice, to create a comfortable environment for their home.</p>	
16	<p>Absolute Fashion Outlet</p>	
	<p>Absolute Fashion Outlet is the mix of International fashion brands and approaches the lifestyle, luxury and fashion lovers. Customers will be offered the ultimate shopping experience in our retail shop from ladies and men fashion, accessories to footwear with a broad horizon of high-end luxury brands including D&G, Versace, Mondri, TSEs etc. The entire goods are offering year round discounts of 30% to 70%, providing a fabulous bargain shopping experience in a cozy environment.</p>	
17	<p>Marco Visconti</p> 	
	<p>1. Paisley Lady Dress</p>  <p>With ethnic prints on silk, the elegant paisley dress offers the latest folklore style. The asymmetric shoulder details with ruffle neckline add a sense of chic playfulness. The bottom part of the dress is lace with unique pattern which effortlessly captures a woman's femininity. Beading is carefully placed in between to make the connection special. The dress is perfect for office as well as a Sunday afternoon tea.</p> <p>Original Price: \$780</p> <p>Price after discount: \$468</p>	
	<p>2. Pepela Caraz Tank & Folklore Festive Skirt</p>  <p>This outfit is sweet and colorful, matching the mood of the summer season. The tank is full of juicy floral prints, with little scallops at neckline. Together with the puffy bottom, the tank gives a sense of lady-like cuteness. The Skirt with bright color adds energy to the whole outfit. The ethnic detail at bottom of the skirt echoes the</p>	

	<p>folklore style of the tank. The outfit perfectly captures the mood of the season: lightness, youth, flourishing.</p> <p>Original Price</p> <p>Tank: \$420</p> <p>Skirt: \$680</p> <p>Price after discount</p> <p>Tank: \$252</p> <p>Skirt: \$408</p>
	<p><u>Brand History</u></p> <p>Marco Visconti is a high-end woman fashion brand. It was established in Germany in 1986 and has been selling all over Europe. We have got an Italian name because the brand used Italian fabric to produce fashion. Combining with the German delicate handicraft, it creates the core value of Marco Viscontio fashion. Our design philosophy stresses the use of soft, sensual and high quality fabrics. Clean and simple silhouettes are enriched by fine and delicate handicraft details to create variations. We have committed to the use of fine materials to bring out female sensuality.</p> <p><u>Design Philosophy</u></p> <p>Marco Visconti is designed with well-educated, sophisticated and fashionable women in mind. Our target customers are proper and knowledgeable. We aim at providing them with a wide range of subtly fashionable ladies wear at. Each of our pieces should be trendy and feminine, with unique details but never too exaggerating.</p> <p>Our clothes range from office outfit to party dresses, providing what the lifestyle of a modern working – busy with work but eventful at the same time.</p> <p>The most important brand value is our personal service to each customer. We understand each customer has different expectation and we care about the needs of each client. What differentiate us from other fashion retailer is that we are open with tailor alteration in order to suit each customer’s needs.</p>

Appendix 2: \$1 Furniture & Home Deco Bid Information

Company	Products	Details
OVOstudio		Tom Dixon Offcut Stool Valued at HK\$2600
Mama's Dear		Childhome Travel Cot Valued at \$1,500
JMStyle		Dining Chair Valued at \$3200
Indigo Kids		Floor Cushion – Car Valued at \$549
Indigo Living		Ceramic Stool – Silver Valued at \$ 999
Absolute Homecare		Vintage Wooden Cabinet Valued at \$3,800
G.O.D.		i love hk bedlinen set (double size) Valued at \$1,280