

Press Release

For Immediate Release

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### **Mira Mall Opens in April with Renowned Fashion Brands**

Following on from the successful launch of The Mira Hong Kong, the shopping centre within the design hotel, Mira Mall, is near completion and will be ready to open its doors, further strengthening “The Mira” brand.

Set to become the most intimate and elegant shopping destination in Hong Kong, the new Mira Mall boasts an eclectic mix of popular labels and renowned brands including leading American designer of luxury lifestyle handbags COACH, the flagship store of which opened earlier this year. The flagship stores of celebrated lifestyle fashion brand Tommy Hilfiger and high-end fashion label specialist TWIST will also be opening early April.

The flagship store to open at Mira Mall will be the largest Hilfiger shop in Hong Kong, offering a wide selection of its premium denim collection, and complete men’s, women’s and children’s clothing line, including shoes and accessories. The 6,000 sq. ft. interior space covers three floors and echoes the refined elegance of classic American prep, complete with vintage props and contemporary design pieces contributing to the American cool atmosphere.

Commanding a total floor space of 12,000 sq. ft., the TWIST flagship store is also set to become the largest TWIST shop in Hong Kong. The modern and chic concept is manifested in the mix of metallic and wooden features to create a stylish shopping space. Each season, TWIST brings in the latest international brand names to add to shoppers experience.

More shops will be joining the Mira Mall retail line-up. The opening of Mira Mall puts Miramar Group among the emerging players in the growing retail market in Hong Kong.

#### **About Mira Mall**

Opening its doors in April 2012, this brand new 4-storey mall fronting the busy Nathan Road features 2-storey high flagship stores of international fashion brands which offer ever wider selections of the latest fashion and accessories. A concept store of a Japanese young fashion brand will be joining the retail line-up in Q3. Mira Mall also features stylish cafés and specialty beauty shops for a complete leisurely shopping and dining experience.

# MIRAMAR GROUP

## 美麗華集團

### **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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