

## The ONE & :CHOCOOLATE x BABY MILO®新春潮拜馬戲團 BABY MILO®佻皮馬戲 潮氣福到揮春、新春利是封 祝賀來年馬到功成

為慶祝馬年到來，The ONE 聯同:CHOCOOLATE 打造出「The ONE & :CHOCOOLATE x BABY MILO®新春潮拜馬戲團」大型新年裝飾，人見人愛的 BABY MILO®與一眾好友將施展渾身解數，攜手帶您進入精彩的馬戲世界，於 The ONE UG2 中庭及露天廣場與大家一同迎接喜氣洋洋的農曆新年！



### 馬戲世界 潮賀新春

為突顯馬年主題，「The ONE & :CHOCOOLATE x BABY MILO®新春潮拜馬戲團」新年裝飾以馬及馬戲團為靈感，把馬戲團帶到 The ONE UG2 中庭及露天廣場，馬戲團帳幕般的佈景以粉紅及白色為主調，加上地板的黑白格仔，搶眼奪目，洋溢熱鬧氣氛。BABY MILO®、獨角馬 OKUN、獅子 LIO、貓咪 BKCAT 及老鼠仔 BITT 於中庭傾力演出精彩馬戲，並於舞台上馳騁旋轉木馬，祝願大家龍馬精神、歡欣滿載！BABY MILO®與好友更向難度挑戰，於舞台上化身空中飛人，散發無限活力；於舞台旁則變身小丑，表演踩波波平衡絕技。BABY MILO®與好友亦騎著白馬馬不停蹄走到每一角落，誠邀您拍照留念。除了中庭外，由:CHOCOOLATE 及 BABY MILO®帶領的馬戲團亦會於 The ONE 地下露天廣場與大家見面！

### The ONE 新春活動巡禮 親親 BABY MILO®

「The ONE & :CHOCOOLATE x BABY MILO®新春潮拜馬戲團」將於 1 月 10 日 (五) 於 UG2 中庭舉行揭幕禮，謝婷婷、SHINE 及 BABY MILO®將親自現身與大家拜個早年。新年裝飾將於當日起至 2 月 16 日開放供顧客拍照，讓:CHOCOOLATE 及 BABY MILO®與一班好友與您歡度農曆新年及情人節；而身穿:CHOCOOLATE 襯衣的 BABY MILO®亦會於指定日子現身，舉行限定見面會與大家作近距離接觸。



## 新春百變 Magic show

此外，The ONE 將於 1 月 19 日 (日) 舉行「新春百變 Magic show」，屆時，著名魔術師甄澤權將表演出神入化的奇妙魔術，與大家迎接新一年來臨。

## 限量版 The ONE & :CHOCOOLATE x BABY MILO®新春禮品 潮氣福到揮春及新春利是封

為配合新春潮拜馬戲團新年裝飾，The ONE 推出了 The ONE & :CHOCOOLATE x BABY MILO®潮氣福到揮春及 1 套 8 個的 The ONE & :CHOCOOLATE x BABY MILO®潮氣新春利是封。大紅色的潮氣福到揮春上，BABY MILO® 以不同可愛姿態向您送福，揮春上更有被馬蹄鐵抱擁著的 BABY MILO®及獨角馬 OKUN，突顯馬年氣氛。至於長形的新春利是封則採用亮眼金色，同樣有被馬蹄鐵抱擁著的 BABY MILO®及獨角馬 OKUN 坐陣，馬蹄鐵金光閃閃，貴氣十足！顧客於推廣期內到 The ONE 任何商戶以電子貨幣消費滿指定金額，即可換領限量版 The ONE & :CHOCOOLATE x BABY MILO®新春禮品。

### 補充資料—The ONE & :CHOCOOLATE x BABY MILO®新春潮拜馬戲團消費禮遇

顧客於 The ONE 任何商戶以電子貨幣 (信用卡/銀聯卡/易辦事/八達通) 消費滿指定金額，憑最多 2 張不同商戶的即日機印發票 (每張金額必須滿 HK\$100 或以上)，連同相符之電子貨幣付款存根，即可換領限量版 The ONE & :CHOCOOLATE x BABY MILO®新春禮品。數量有限，先到先得，換完即止。

日期：即日起至 2 月 16 日

時間：中午 12 時至晚上 10 時 (逾時無效)

地點：The ONE UG2 顧客服務中心

日期	消費金額/憑會員積分換領	換領禮品
即日起至 1 月 30 日	HK\$300 / 1,000 積分	The ONE & :CHOCOOLATE x BABY MILO®潮氣福到揮春乙個
	HK\$800 / 3,000 積分	The ONE & :CHOCOOLATE x BABY MILO®潮氣新春利是封乙包
	HK\$1,500	The ONE & :CHOCOOLATE x BABY MILO®潮氣新春利是封 2 包及 The ONE HK\$50 購物現金券
	HK\$3,000	The ONE & :CHOCOOLATE x BABY MILO®潮氣福到揮春乙個 + The ONE & :CHOCOOLATE x BABY MILO®潮氣新春利是封 2 包 + :CHOCOOLATE HK\$100 購物現金券
1 月 31 日至 2 月 16 日	HK\$1,000	The ONE HK\$50 購物現金券
	HK\$1,800	:CHOCOOLATE HK\$100 購物現金券

顧客出示 L3 KidultLand，L6 或 L7 之消費單據，更可額外獲贈 The ONE & :CHOCOOLATE x BABY MILO®潮氣福到揮春乙個！



The ONE & :CHOCOOLATE x BABY MILO®潮氣福到揮春 (價值 HK\$99) (圖片只供參考)



1 套 8 個 The ONE & :CHOCOOLATE x BABY MILO®潮氣新春利是封 (價值 HK\$49) (圖片只供參考)

# The ONE

補充資料 – The ONE 新春活動

## The ONE & :CHOCOOLATE x BABY MILO®新春潮拜馬戲團新年裝飾



日期：1月10日至2月16日  
時間：上午10時至晚上11時  
地點：The ONE UG2 中庭



日期：1月23日至2月16日  
時間：上午10時至晚上11時  
地點：The ONE 露天廣場

## The ONE & :CHOCOOLATE x BABY MILO®新春潮拜馬戲團揭幕禮

日期：1月10日  
時間：下午4時  
地點：The ONE UG2 中庭  
嘉賓：謝婷婷、SHINE、及 BABY MILO®



## 新春百變 Magic show

日期：1月19日  
時間：下午3時  
地點：The ONE UG2 中庭  
嘉賓：甄澤權 Louis Yan



## 潮拜 The ONE & :CHOCOOLATE x BABY MILO®限定見面會

日期：1月11日及25日、2月1日、8日及15日  
時間：下午3時至5時  
地點：The ONE UG2 中庭  
特別場次：1月30日 (除夕) – 下午6時至晚上8時

# The ONE

## 補充資料—相片標題



「The ONE & :CHOCOOLATE x BABY MILO®新春潮拜馬戲團」，祝賀大家來年馬到功成



除了中庭外，由:CHOCOOLATE及BABY MILO®帶領的馬戲團亦會於The ONE 地下露天廣場與大家見面



為配合新春潮拜馬戲團新年裝飾，The ONE 推出了 The ONE & :CHOCOOLATE x BABY MILO®潮氣福到揮春及 1套 8 個的 The ONE & :CHOCOOLATE x BABY MILO®潮氣新春利是封



The ONE & :CHOCOOLATE x BABY MILO®潮氣新春利是封金光閃閃，貴氣十足



「The ONE & :CHOCOOLATE x BABY MILO®新春潮拜馬戲團」新年裝飾將於 1 月 10 日至 2 月 16 日開放供顧客拍照



人見人愛的BABY MILO®與一眾好友將施展渾身解數，攜手帶您進入精彩的馬戲世界

# The ONE



身穿:CHOCOOLATE 襯衣的 BABY MILO®將於指定日子現身 The ONE UG2 中庭，舉行限定見面會與大家作近距離接觸



「The ONE & :CHOCOOLATE x BABY MILO®新春潮拜馬戲團」將於1月10日（五）於UG2中庭舉行揭幕禮，BABY MILO®將親自現身與大家拜個早年



今個新年，可愛的BABY MILO®於The ONE UG2中庭及露天廣場與大家一同迎接喜氣洋洋的農曆新年



「The ONE & :CHOCOOLATE x BABY MILO®新春潮拜馬戲團」以粉紅及白色為主調，加上地板的黑白格仔，搶眼奪目



BABY MILO®與好友騎著白馬馬不停蹄走到 The ONE 中庭每一角落，誠邀您拍照留念



BABY MILO®於舞台上馳騁旋轉木馬，祝願大家龍馬精神、歡欣滿載

## 有關 The ONE

2010年10月開幕的The ONE為華人置業集團全新重點發展項目，位於彌敦道100號，座落尖沙咀最優越的核心地段，商場以銀座式大型綜合商場的概念，連結廣東道及尖東一帶的購物區，為顧客提供獨一無二的消閒新體驗，凝聚前所未有的消費力量。The ONE全幢23層均為零售樓層，為全港最高的純零售商場，總面積超過400,000平方呎。逾130間多元化及優質商戶進駐The ONE，由珠寶鐘錶、時尚服飾、化妝及護膚品、精品超

# The ONE

市、潮流玩物、家居生活精品、娛樂及至環球食府等等應有盡有，共治一爐。除了滿足油尖旺區越 32 萬人口外，並吸引區外顧客及旅客蒞臨，盡享時尚購物消閒的樂趣。

## The ONE & :CHOCOOLATE x BABY MILO® Chinese New Year Circus BABY MILO® festive gifts and stylish blessings for Year of the Horse

To welcome Year of the Horse in a sensational style, **The ONE** has collaborated with a well-known fashion brand **:CHOCOOLATE** to present “**The ONE & :CHOCOOLATE x BABY MILO® Chinese New Year Circus**”. The distinct Chinese New Year decorations feature the much-loved **BABY MILO®** and friends in a magnificent circus located at **The ONE UG2 Atrium** and **Open Piazza** to celebrate the festive joy of this Chinese New Year!



### Festive Fun at Delightful Horse-Themed Chinese New Year Circus

To embrace the splendid Year of the Horse, “**The ONE & :CHOCOOLATE x BABY MILO® Chinese New Year Circus**” incorporates festive elements of energetic horses and circus games. Located at **The ONE UG2 Atrium** and **Open Piazza**, the circus decorations use cheerful “pink and white” as theme design colour with bold black and white checkered flooring. The core characters of **BABY MILO®** and friends, **OKUN** unicorn, **LIO** lion, **BKCAT** cat and **BITT** mouse will showcase their circus tricks and ride on the horse carousels on stage to bring shoppers festive blessings with boundless energy. Furthermore, **BABY MILO®** and his friends will perform trapeze acrobats as well as skillful clowns balancing on balls at the remarkable circus. They can also be seen riding on charming white horses for perfect photo snapping opportunities. Last but not least, the **:CHOCOOLATE** and **BABY MILO®** circus and friends will also welcome shoppers at **The ONE Open Piazza** as well.



## **The ONE Chinese New Year Circus Kick-off Ceremony with BABY MILO®**

“The ONE & :CHOCOOLATE x BABY MILO® Chinese New Year Circus” will be unveiled at the kick-off ceremony on Friday 10<sup>th</sup> January at The ONE UG2 Atrium with Jennifer Tse, SHINE & BABY MILO® sending festive wishes. The CNY decorations will be opened from 10<sup>th</sup> January to 16<sup>th</sup> February for shoppers to share the blissful joy with :CHOCOOLATE, BABY MILO® and friends in this Chinese New Year and Valentine’s Day. BABY MILO® will be dressed in :CHOCOOLATE T-shirt and appear on selective days to meet and greet everyone.

## **The ONE Chinese New Year Magic Show**

In addition, The ONE will host “**The ONE Chinese New Year Magic Show**” on Sunday 19<sup>th</sup> January with a renowned magician, Louis Yan who will bring his ingenious performance to shoppers for Year of the Horse.

## **Limited Edition The ONE & :CHOCOOLATE x BABY MILO® Gifts – Stylish Couplets and Red Pockets**

As part of the striking collaboration, The ONE has also created one-of-a-kind **The ONE & :CHOCOOLATE x BABY MILO® Couplets** and **The ONE & :CHOCOOLATE x BABY MILO® Red Pockets** (sets of 8). The fun BABY MILO® red couplet features the character in different poses with CNY lucky blessing, BABY MILO® and OKUN unicorn embrace a lucky horseshoe. Similarly, the red pocket also features BABY MILO® and OKUN unicorn with the lucky horseshoe that is presented in a luxurious design with shiny gold colour. Shoppers spend a designated amount at The ONE by electronic payment during the promotion period, can redeem a limited edition of The ONE & :CHOCOOLATE x BABY MILO® gifts.

### Details - The ONE & :CHOCOOLATE x BABY MILO® Chinese New Year Circus Spending Privileges

Upon spending a designated amount at The ONE with a maximum of two machine-printed receipts\* on the same day of purchase issued by maximum two different shops OR Upon using designated points of The ONE Card, you can redeem a limited-edition of The ONE & :CHOCOOLATE BABY MILO® gifts. First come, first served basis while stock lasts.

\*Credit Card/Union Pay/EPS/Octopus Card with a minimum of HK\$100 each receipt.

Date: From now till 16 February, 2014

Time: 12:00nn to 10:00pm

Venue: UG2 Customer Service Centre, The ONE



# The ONE

Date	Spending amount / The ONE card points	Gifts
From now till 30 January, 2014	HK\$300 / 1,000 points	The ONE & :CHOCOOLATE x BABY MILO® couplet x 1
	HK\$800/ 3,000 points	The ONE & :CHOCOOLATE x BABY MILO® Red Pocket x 1
	HK\$1,500	The ONE & :CHOCOOLATE x BABY MILO® Red Pocket x 2 & The ONE HK\$50 Cash Coupon x 1
	HK\$3,000	The ONE & :CHOCOOLATE x BABY MILO® couplet x 1 + The ONE & :CHOCOOLATE x BABY MILO® Red Pocket x 2 + :CHOCOOLATE HK\$100 Cash Coupon x 1
31 January – 16 February, 2014	HK\$1,000	The ONE HK\$50 Cash Coupon x 1
	HK\$1,800	:CHOCOOLATE HK\$100 Cash Coupon x 1

By presenting any machine-printed receipts from any shops at L3 KidultLand, on L6 or L7, you can get 1 extra **The ONE & :CHOCOOLATE x BABY MILO® couplet.**



**The ONE & :CHOCOOLATE x BABY MILO® Couplet**  
(Value of HK\$99) (Photo for reference only)



**The ONE & :CHOCOOLATE x BABY MILO® Red Pocket**  
(Value of HK\$49) (Photo for reference only)

Redemption quota:

The ONE & :CHOCOOLATE x BABY MILO® couplet - 1,500 pcs •

The ONE & :CHOCOOLATE x BABY MILO® Red Pocket - 2,000 pcs •

The ONE HK\$50 Cash Coupon - 500 pcs • :CHOCOOLATE HK\$100 Cash Coupon - 500 pcs

# The ONE

Details – The ONE Chinese New Year Events

## The ONE & :CHOCOOLATE x BABY MILO® Chinese New Year Circus

	
<p>Date: 10 Jan – 16 Feb, 2014          Time: 10:00am – 11:00pm          Venue: The ONE UG2 Atrium</p>	<p>Date: 23 Jan – 16 Feb, 2014          Time: 10:00am – 11:00pm          Venue: The ONE Open Piazza</p>

## The ONE & :CHOCOOLATE x BABY MILO® Chinese New Year Circus Kick-off Ceremony

Date: 10 January, 2014 (Friday)  
 Time: 4:00pm  
 Venue: The ONE UG2 Atrium  
 Guests: Jennifer Tse, SHINE & BABY MILO®



## The ONE Chinese New Year Magic Show

Date: 19 January, 2014 (Sunday)  
 Time: 3:00pm  
 Venue: The ONE UG2 Atrium  
 Guest: Magician – Louis Yan



## The ONE & :CHOCOOLATE X BABY MILO® Meet & Greet

Date: 11 & 25 January, 2014 | 1, 8 & 15 February, 2014  
 Time: 3:00pm - 5:00pm  
 Venue: The ONE UG2 Atrium  
**Special session: 30 January, 2014 (Chinese New Year Eve) -- 6:00pm - 8:00pm**

# The ONE

## Details – PR Photo Captions



The ONE & :CHOCOOLATE x BABY MILO® Chinese New Year Circus - stylish blessings for Year of the Horse



The :CHOCOOLATE and BABY MILO® circus and friends will also welcome shoppers at The ONE Open Piazza as well



As part of the striking collaboration, The ONE has also created one-of-a-kind The ONE & :CHOCOOLATE x BABY MILO® Couplets and The ONE & :CHOCOOLATE x BABY MILO® Red Pockets (sets of 8)



The ONE & :CHOCOOLATE x BABY MILO® Red Pocket is presented in a luxurious design with shiny gold colour



The ONE & :CHOCOOLATE x BABY MILO® Chinese New Year Circus will be opened from 10th January to 16th February for shoppers to share the blissful joy with :CHOCOOLATE, BABY MILO® and friends



The distinct Chinese New Year decorations feature the much-loved BABY MILO® and friends in a magnificent circus

# The ONE



BABY MILO® will be dressed in :CHOCOOLATE T-shirt and appear on selective days to meet and greet everyone



“The ONE & :CHOCOOLATE x BABY MILO® Chinese New Year Circus” will be unveiled at the kick-off ceremony on Friday 10th January at The ONE UG2 Atrium with BABY MILO® sending festive wishes



BABY MILO® and friends are celebrating the festive joy of Chinese New Year at The ONE UG2 Atrium and Open Piazza



The ONE & :CHOCOOLATE x BABY MILO® Chinese New Year Circus use cheerful “pink and white” as theme design colour with bold black and white checkered flooring.



BABY MILO® and his friends can also be seen riding on charming white horses for perfect photo snapping opportunities



BABY MILO® will ride on the horse carousels on stage to bring shoppers festive blessings with boundless energy



### **About The ONE**

The ONE, the latest all-in-one retail complex developed by Chinese Estates Holdings Limited is one of the most anticipated developments in Tsim Sha Tsui. With its superb location, The ONE is rejuvenating the district by linking up the traditional shopping zones along Canton Road and TST Central, and creates the strongest consumer attraction ever, adding a bright spark to Hong Kong's retail landscape.

The 23-storey The ONE is the tallest retail complex in Hong Kong. More than 130 shops together and offers all-in-one unique retail experience across over 400,000 square feet of space, featuring an integrated tenant mix from luxury jewelries & watches, fashion & accessories, skincare and cosmetics, the hip & trendy mode, home & lifestyle goods and entertainment, fine dining and supermarket.