

## **The Brand New K11 Design Store**

- **Collaboration with Andrew Tsui to launch a new design service for customized pop art décor**
- **First Pop-up Store of Jarre Technologies® in Hong Kong**
- **First Côte&Ciel Shop in Shop Concept in the globe**
- **New in-store workshop space to experience process of creation and brand stories**

**(2 December 2014 – Hong Kong)** K11 Design Store has always been promoting art and design. To further enhance customers' shopping experience, the store has completed an expansion project and will be showing its brand new face starting from 2 December 2014. Highlights of the new shop include collaboration with Andrew Tsui to launch a service which allows customer to customize their unique pop art décor, first Pop-up Store of Jarre Technologies® in Hong Kong, first Côte&Ciel Shop in Shop Concept in the globe, as well as new in-store exclusive workshop space for customers to experience process of creation and brand stories.

### **New Customized Pop Art Décor Design Service**

A mission to introduce diversified products from best designers all over the world, this time K11 Design Store is collaborating with a famous Hong Kong interior designer, Andrew Tsui to launch an exclusive design and build services for customers. *"The artistic home décors showing in K11 Design store now is the collection called 'We need story'. In K11 Design Store, we not only provide the playful, pop art home décor designed by me, but also customized products that combine customers' selected art piece into the design. Through my playful and pop art design on home décor, I wish this collaboration could give the young designers in Hong Kong a strong encouragement to continue to explore bigger creativity with an open mind and eyes,"* said **Andrew Tsui**.

To know more about Andrew's pop art home décor design, please refer to the Fact Sheet.

### **First Pop-up Store of Jarre Technologies® in Hong Kong**

Jean Michel Jarre, the pioneer of electronic music, composer, sound-designer and performer co-curated Jarre Technologies® with Roland Caville, a successful and experimental entrepreneur in 2005. Jarre Technologies® is the fusion of contemporary design and innovative technology from France. Its signatures include AeroSkull HD and AeroSkull XS Bluetooth dock speakers, a monument to design and power. Not only does the AeroSkull HD have an elegant design with optimal sound quality, it also comes with a bone shape remote control, which makes the whole combination become fun and playful. In this new pop-up store, full collection of Jarre Technologies® will be available, plus the new arrival of the latest collection of Aerobull. For Jarre's fans, it is something that cannot be missed.

### **First Côte&Ciel Shop in Shop Concept in the Globe**

It is the first time for Côte&Ciel to bring in the shop-in-shop concept in the globe. The new shop is designed by Franklin Azzi, an Australian designer who is renowned for his bold and geometry design. Best building materials are used within the complicated construction process in order to make Franklin's design alive. The wood, for example, were directly shipped from Europe to build this concept zone. Come and check out the new arrivals in this new designed store.

### **New In-Store Exclusive Workshop Space**

From now on, K11 Design Store will be offering different kinds of in-store interesting workshops, with an aim for its customers to know more about the creation process of a product and the stories behind the brand. In this new space, customers will be able to spend a relaxing afternoon by joining a series of exclusive K11 Design Store's workshops like making natural handmade soap from handmade soap artist as well as other interactive workshops with different designers. Shopping is no longer just about making a purchase. Here in K11, you will be able to see, to touch, to do it by yourself or even to taste, submerging yourself "In Art We Live".



For more K11 Design Store's Christmas products, please visit:

<https://cdn.shopify.com/s/files/1/0253/8561/files/K11-Xmas-Catalog-2014.pdf?1600>

For high resolution photos of brand new K11 Design Store, please visit:

[https://www.dropbox.com/sh/k9hjxag7dbrdz3q/AADDp8usnzc43Ax2C6Qe7\\_Yca?dl=0](https://www.dropbox.com/sh/k9hjxag7dbrdz3q/AADDp8usnzc43Ax2C6Qe7_Yca?dl=0)

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### **About K11 Design Store**

With the core values of Art, People and Nature, K11 brings K11 Design Store to the community. Through pieces of distinctive design products, K11 Design Store leads us into the designers' mind, appreciating how the track of ideas goes, exploring their creative mind, reading the beautiful stories behind and beyond the design. With the brand's persistence towards art, K11 Design Store values the fusion of craftwork and originality. Products are selected from outstanding designers' brands all over the world, including but not limited to France, Italy, England, Denmark, Holland, USA, South Africa, Japan, Taiwan, Thailand, Shanghai and Hong Kong. Some brands and styles are even first brought into Hong Kong. [www.k11designstore.com](http://www.k11designstore.com)

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