

# BOOK ZINE

## Newly refurbished Bookazine Grand Opening at the Prince's Building

**Hong Kong, 9<sup>th</sup> October 2009** – Bookazine presents its newly redesigned flagship store at Prince's Building in Central, and will celebrate with a Grand Opening event on Saturday 24<sup>th</sup> October 2009.

"The transformation of this shop is truly remarkable," says Ellie Luk, Bookazine General Manager. "Customers have been amazed at the new design and layout, and keep asking whether we expanded, but we're actually occupying the same space as before. Choosing a designer who could create the illusion of more space, as well as a cosy atmosphere for our customers, was therefore crucial".

The Interior Designer, Menka Purswaney of *An Eye For Design*, immediately understood the look and feel Bookazine were striving for. From a quaint and traditional style, the Prince's Building store has re-emerged with a fresh and elegant design, where customers can easily navigate the shop and enjoy all the products on offer. Using her experience with other high-profile retail projects, such as the APPLE SHOP, Skymart at the airport and in F&B outlets at the Shangri-La Hotels, she was able to combine practicality with ambience.

### Colourful Carnival at Prince's Building

Bookazine, undeniably Central's largest bookstore, was delighted to participate in CENTRAL's recent children's campaign, *The Colourful Carnival* at Prince's Building. Boasting a fantastic new children's area, complete with bean bags, TV screen and a feature ceiling with canvas drawings from the beautifully illustrated book, *Ura's World*, Bookazine hosted three events in conjunction with the campaign, which included a storytelling afternoon with local author Sarah Brennan with a visit from a celebrity family, Michael Wong, his wife Janet Ma and their three children, who enjoyed shopping for teenage books. Another event was for Dads with guest speaker Nury Vittachi, as well as an afternoon tea for expectant Mums. Former Miss Hong Kong 1995 Winnie Yeung, also made an appearance, and gave an impromptu story reading, much to the parents and children's delight!

In line with the changes at Bookazine, Nury Vittachi will host the Grand Opening Event on October 24<sup>th</sup>, and challenge customers to **Change Their Lives in 2010**, where he will share the secrets of his success. "Books change lives," says Nury, author of more than 30 titles. "And you don't even have to write one. Just reading the right books can transform your future."

**Date:** Saturday 24 October 2009, from 2pm to 4pm.

**Location:** Bookazine

**Add:** Shop 309, 3/F, Prince's Building, Central

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