

FASHION WALK | 名店坊



Marketing Communications
for the Largest Outdoor
Shopping Destination in
Hong Kong

FASHION WALK



Marketing One of Hong Kong's Biggest Shopping Locations

As the largest outdoor shopping destination in Hong Kong, Fashion Walk needed a distinctive, clear communication tool to inform its customers about its new brand image, location and layout.

Business Strategy

Brand Strategy

Photostyling
Art Direction

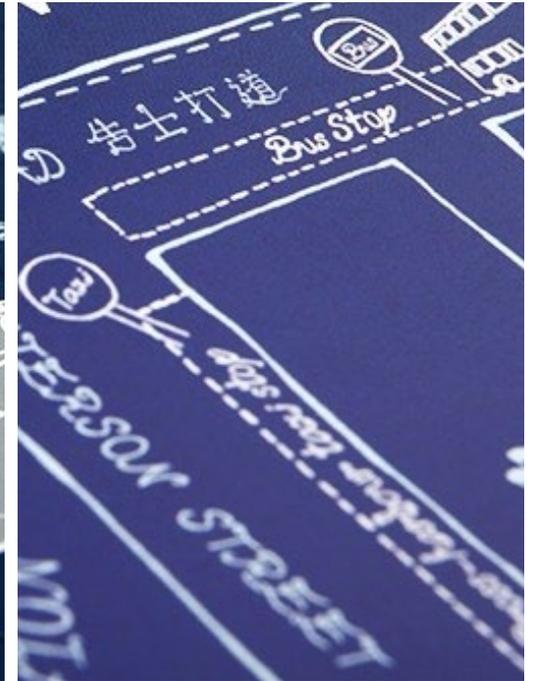
Design and Touchpoints

Key Visuals
Illustration
Writing & Translation
Marketing Collateral Design
Photography

Digital & Social Media

Marketing Campaign for Hong Kong's Largest Outdoor Shopping Hub

Creating Distinctive Communications for Fashion Walk's New Brand Image



Fashion Walk asked Base Creative to create a leaflet that would promote the complex and enable easier navigation. Base Creative handled the entire process from design and writing to styling, art design and photography.

Scope of Work Business Strategy

Brand Strategy
Photostyling
Art Direction

Design and Touchpoints
Key Visuals
Illustration
Writing & Translation
Marketing Collateral Design
Photography

Digital & Social Media