

Chinese New Year displays: Hong Kong

NG YI LIAN AND ULANDA CHAN, WGSN 26.01.09



WGSN visits the Hong Kong retail windows to check out the Chinese New Year decorations.

On Pedder

Made of paper and foil mounted on a board with a bamboo frame, the display at On Pedder is making use of a traditional celebration decoration for Chinese New Year.

According to Omar Khan, the creative development manager of Pedder Group, it's a structure normally used at premieres and openings. He said, "It is the perfect piece to welcome the New Year."

The frame is draped with red cloth around the edges and the peacock in the centre is made of fibre glass.

On Pedder

G/F Wheelock House
20 Pedder Street
Central
Hong Kong
Tel: +852 2118 3489
www.onpedder.com



On Pedder

This month's VM News looks at how well the grass is growing at Ann Demeulemeester's Seoul store, what I.T.'s new personality looks like in Kowloon and how happiness is just a small hand-picked stick.

The Kansas Project, On Pedder, Hong Kong

The upcoming **70th anniversary of the iconic 1939 film The Wizard of Oz** inspired Hong Kong footwear brand On Pedder to create **The Kansas Project**, a philanthropic initiative that saw specially-designed red shoes displayed and then auctioned for charity. All proceeds will go to the Hong Kong Cancer Fund and designers who have collaborated on the project include Azzedine Alaïa, Alexander McQueen, Christian Louboutin, Jimmy Choo, Maison Martin Margiela and Stella McCartney.

WGSN's eye was taken by the painted film-style poster. Omar Khan, On Pedder's creative development manager, told us: "Movie poster painting was an art not only found in the States but was also a very important part of the Hong Kong movie industry. What was nice about that angle is that it transcended cultures. We wanted to remain authentic and true to the concept, so we had searched for an old shifu (teacher/master) who was skilled in this art".

"While most of the original remaining artisans are too old to continue the craft, we managed to find an artist by the name of Jimmy Keung who had apprenticed under a prominent cinema billboard artist from the 70s - Mr Lau Wai Tong" Khan said.

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