

PRESS RELEASE

Lighting up Liverpool ONE for Chinese celebrations

Liverpool ONE will see an exciting new addition just in time for Chinese New Year.

A selection of stunning Chinese lanterns will be draped across the shopping complex to symbolise the start of the New Year celebrations.

More than 1,000 delicately designed Chinese lanterns will adorn trees on Paradise Street, Upper South John Street, College Lane and Thomas Steers Way. The visual display will be a part of city wide celebrations, as Liverpool gears up to bring in the Year of the Dog. This year Chinese New Year takes place on Friday, February 16.

Visitors to Liverpool ONE will see the lanterns installed begin this weekend and they will provide the perfect backdrop to the City's traditional parade, which passes through Liverpool ONE as part of the celebrations on February 10.

Donna Howitt, Marketing Director at Liverpool ONE, said: "This city has such a rich cultural heritage and it is great for Liverpool ONE to play a part in this global celebration

"It is wonderful to see organisations from across the city collaborate, and show their support and celebrate these important traditions."

Liverpool ONE lantern display is part of a wider City celebration brought together by Culture Liverpool.

The Dog embodies loyalty and honesty as key traits for any people born within this zodiac year.

The Chinese lantern is steeped with history and is now the main focus of celebration as it symbolises the wish for a bright future. The Chinese believe that red is a symbol of happiness and gold is the symbol for wealth.



Lanterns at Liverpool ONE will be in place until 28 February.

Ends

For further information, please contact:

David McMonnies at Influential: mcmonnies@thisisinfluential.com

Tel: 07788 260 546

Notes to editors

Liverpool ONE

Liverpool ONE is a contemporary open-air shopping complex, described as one of Europe's leading retail and leisure destinations. Built around the existing streets of Liverpool and located right by the iconic waterfront, Liverpool ONE is a stylish must-visit destination for those who love to shop, eat, drink and relax.

Liverpool ONE has over 170 stores, bars and restaurants, a 14-screen cinema, an indoor adventure golf course and an award winning five-acre park. Stores include high street favourites such as Topshop, Zara, Victoria's Secret, John Lewis and Debenhams.

Peter's Lane, Liverpool ONE's designer fashion hub, is the home of big brand style. It plays host to stores including Michael Kors, The White Company, Reiss, Ted Baker London, Karen Millen and Flannels. You'll also find the first Beauty Bazaar, Harvey Nichols in the UK, it's the ultimate luxury beauty experience and one-stop destination for all things beauty.

Liverpool ONE has been awarded Green Flag Status for its popular Chavasse Park. The prestigious Green Flag Award Scheme is judged by Keep Britain Tidy. Surrounded by a bustling and varied leisure terrace, the park plays host to many events for all the family throughout the year. Liverpool ONE is the only new city centre commercial development in the country to include a park that has Green Flag status.

"Liverpool ONE - more recommended than any other shopping destination (in the UK)*"



*From a survey of 83,000 people taken between 27 June - 17 July 2016, Liverpool ONE achieved an NPS of 73% when asked the question 'How likely are you to recommend this centre to your family/friends on a scale of 1-10?'. (Versus 32% for in town centres and 49% for regional malls)

For more information on Liverpool ONE please visit: www.liverpool-one.com

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