

LANDMARK Presents â??Destination CENTRALâ??: A District-Wide Celebration Inviting Global Travellers to Explore the Dynamism, Luxury, and Soul of Central

Descrizione

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COMUNICATO STAMPA â?? CONTENUTO PROMOZIONALE

HONG KONG SAR â?? Media OutReach Newswire â?? 12 November 2026 â?? LANDMARK welcomes global travellers and visitors to experience Destination CENTRAL, a district-wide initiative inviting guests to rediscover Hong Kongâ??s historic yet vibrant heart. The programme celebrates Centralâ??s long-standing role as Hong Kongâ??s gateway for arrival, exchange and discovery. Inspired by the spirit of travel, Destination CENTRAL connects the district through the collectible Central Passport, pairing exclusive privileges with heritage activations in partnership with Hong Kong Tramways and Asia Miles. Highlighting the programme is Louis Vuitton, unveiling the latest chapter of its global series with a monumental installation at LANDMARK.

Following iconic presentations on the Champs-Ã?lysÃ©es in Paris, 57th Street in New York and â??The Louisâ?? in Shanghai, Louis Vuitton brings the latest chapter of its global series to LANDMARK with Louis Vuitton Central Station â?? the Landmark pop-up, a monumental faÃ§ade, and the Le Voyage Louis Vuitton exhibition.

Inspired by one of the Houseâ??s most emblematic themes: the Art of Travel, the faÃ§ade throughout the refurbishment is transformed into a spectacular grand train station, evoking the romance and golden age of travel. In celebration of the Monogramâ??s 130th anniversary, the architectural installation features the Houseâ??s signature motif and honours Hong Kongâ??s transport heritage, built entirely with reusable and recyclable materials in line with mindful creation.

Inside the basement of LANDMARK ATRIUM, the immersive open-gallery exhibition celebrates the Houseâ??s trunk-making heritage and savoir-faire through visual storytelling across icons of the past

and present. Together, these experiences offer a captivating glimpse into the world of Louis Vuittonâ??setting the stage for the highly anticipated Louis Vuitton Maison at LANDMARK.

Following the debut of the luggage-inspired Central Passport, LANDMARK welcomes the holiday season with a refreshed, postcard-themed Central Passport. Reimagined as a collectible keepsake, the guide weaves celebrations across LANDMARK and the wider district into an inspiring festive journey. Inside, visitors will discover curated dining recommendations, thoughtful gift picks from local insiders, and iconic citywide displays.

Available from collection points across the district, the Central Passport can be personalised with stamps from designated locations. Visitors who collect any three stamps can visit the Destination CENTRAL Redemption Counter on 2/F, LANDMARK ATRIUM to enter a lucky draw and unlock a surprise gift. Lucky winners stand a chance to receive up to 66,000 Asia Milesâ??equivalent to a round-trip business-class flight to Japanâ??alongside photobooth experiences, limited-edition keepsakes and dining vouchers. The Central Passport also includes exclusive dining privileges from more than 50 participating partners, including Lan Kwai Fong, The Murray, and Ocean Park.

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A First Class Stop for Dining and Views

Taking the travel theme into hospitality, LANDMARK presents THE CHATER, an exclusive dining concept, featuring an all-day menu curated by Mandarin Oriental, Hong Kong. Inspired by the elegance and anticipation of a grand station lounge, the new venue brings together Hong Kong and international flavours, with highlights including bubble tea and gourmet quick bites, alongside Pierre HermÃ© macarons and gelato. The experience extends to Platform 1889 on 3/F, a first-class railway carriage-inspired feature within THE CHATERâ??s terrace. Named for the year Sir Paul Chater co-founded Hongkong Land, Platform 1889 pays tribute to a defining moment in Centralâ??s history while offering a prime view of Louis Vuittonâ??s train station faÃ§ade and the Central skyline.

â??As a key stakeholder deeply rooted in Central, Hongkong Land is delighted to bring Destination CENTRAL to life alongside our district partners, inviting the public to discover the extraordinary charm of Central anew,â?• said Olivia Luk, General Manager, Marketing, Hong Kong Central, Hongkong Land Limited. â??Together with a rich programme of dining privileges and seasonal celebrations, we hope everyoneâ??from daily office workers and local residents to visitorsâ??can shape their own memorable story of Central.â?•

Terms and conditions apply. For full programme and promotional details, including specific Central Passport mechanisms, please visit https://destinationcentral.hk.

About LANDMARK

LANDMARK represents the epitome of top-tier luxury shopping and lifestyle experiences. Drawing from a rich heritage which began in 1904 â?? LANDMARK today is the luxury shopping destination of Hongkong Landâ??s Central portfolio including 4 iconic connected buildings, LANDMARK ATRIUM, LANDMARK ALEXANDRA, LANDMARK CHATER and LANDMARK PRINCEâ??S. LANDMARK offers approximately 208 of the finest stores and restaurants, all seamlessly linked by pedestrian bridges. From high fashion and accessories to watches and jewellery, from luxury living to beauty and grooming, from international cuisine to authentic gourmet dining, LANDMARK brings the ultimate shopping experience to the discerning customer.

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About Hongkong Land

Hongkong Land is a major listed property investment, management and development group. The Group focuses on developing, owning and managing ultra-premium mixed-use real estate in Asian gateway cities, featuring Grade A office, luxury retail, residential and hospitality products. Its mixed-use real estate footprint spans more than 850,000 sq. m., with flagship projects in Hong Kong, Singapore and Shanghai. Its properties hold industry leading green building certifications and attract the worldâ??s foremost companies and luxury brands. The Groupâ??s Hong Kong Central portfolio represents some 450,000 sq. m. of prime property. The Group has a further 165,000 sq. m. of prestigious office space in Singapore mainly held through joint ventures and five retail centres on the Chinese mainland, including a luxury retail centre at Wangfujing in Beijing. In Shanghai, the Group owns a 43% interest in a 1.1 million sq. m. mixed-use project in West Bund, which is due to be completed in 2028. Hongkong Land Holdings Limited is incorporated in Bermuda and has a primary listing on the London Stock Exchange, with secondary listings in Bermuda and Singapore. Hongkong Land is a member of the Jardine Matheson Group.

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