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Heart of the High Life

Beijing's shopping legend reaches for the stars

Modern revolutions in Beijing's shopping, fashion and lifestyle cultures all began just 20 years ago at the east end of Jianguomenwai Avenue, when the China World Mall greeted its first customer in August 1990.

It was in fashion that the Mall made its earliest impact. The very first Sino-foreign joint-venture clothing firm, Ideal Fashion, opened a boutique, while Kerry Fashion Centre offered an unprecedented variety of imported brand name clothing and accessories. At a stroke, the China World Mall became the trendiest place to shop in Beijing. It also established an innovative tradition that has seen it retain that title for 20 years. The first Starbucks in China took up residence in the Mall in 1999; in 2005, celebrities flocked to the opening of Louis Vuitton's flagship store, the first two-story flagship in Beijing; while in 2007, US Secretary of State Condoleezza Rice met some of China's top figure-skaters at the Mall's ice rink, the first such facility in the capital. Fashion shows, exhibitions and star-studded openings lure Beijing's high society to make this the place to shop and be seen, Beijing's answer to Fifth Avenue and Beverley Hills.

Now the Mall takes its history of innovation into a new era, as it expands into the extraordinary new China World Tower. Three hundred and thirty

metres and 81 stories high, the Tower is already a defining feature of the Chinese capital's skyline. Standing at an inspired location at the heart of the CBD, the new China World Mall is designed by Benoy London and brings a fresh feel to this luxurious shopping haven. The interior is simple and elegant, while the structure uses eco-friendly materials and an abundance of glass to make the building complement its surroundings. The new Mall not only adds 80 more top brand stores, but also introduces a tranquil, outdoor landscaped garden with water features and a state-of-the-art movie theatre. In total, the Mall will offer 100,000 square metres of luxury, combining shopping, recreation, fine dining, and quality catering for the busy office worker.

Beijing's CBD is not only the place to be for business; increasingly, the best of life and entertainment in the new Beijing is here, as well. Right at the heart of that change is the China World Mall: introducing world-class brand names to China, and Chinese brand names to the world.

For further information, please contact:
86-10-6505 6688 or shoppingmall@cwtc.com
www.cwtc.com

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4F, Seasons Place Shopping Centre, 2, Jinchengfang Street, Xicheng District, Beijing
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TONI&GUY Sanlitun Village 三里屯Village店
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essentials IFC Mall 彩秀·燕莎都汇天地店
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21st Century Theatre, 40 Liangmaqiao Rd, Chaoyang, 21世紀飯店和劇場 (010) 8454 3468

BICF ZGC - Sundays 10am (ENGLISH)

Raycom Infotech Park, tower A, Basement, 2 Kexueyuan North, Haidian, Zhichunli subway station, north exit) 市海澱區中关村科學院南路2號融科資訊中心A座地下室 (010) 8284 2813

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