

***FOR IMMEDIATE RELEASE***

## **Hong Kong Ballet Launches Online Sugar Plum Shoppe with Exciting New Offerings**

**[Hong Kong—18 December 2020]** Just in time for the holidays, Hong Kong Ballet (HKB) launches its first online e-shop, Sugar Plum Shoppe, offering a one-stop, convenient shopping experience for fans to purchase HKB merchandise in the comfort of their homes 24/7. With new custom face masks, creative HKB apparel and a range of colourful wooden nutcracker characters now available, the HKB e-shop officially goes live on 18 December 2020 at [shop.hkballet.com](http://shop.hkballet.com).

Previously, guests visited Sugar Plum Shoppe, a pop-up store during *Don Quixote* performances, in person. It was hugely popular, and items sold out quickly. However, due to the shut-down of performance venues, the pop-up store will not be returning until venues reopen again for HKB's next production. Instead, shoppers can now access all HKB merchandise online.

Among the new items are the 'Prima Ballerina Collection', which features elegant dancing ballerinas drawn by UK-based illustrator Lon Lee. The collection includes the following:

- High-quality disposable HKB face masks; A serene shade of purple, these safe, stylish, Hong Kong made masks in both adult and children's sizes have passed rigorous testing and are ideal for daily use.
- HKB x Moleskine limited edition notebook; In its first collaboration with premium notebook brand Moleskine, HKB embosses its signature 'Never Standing Still' slogan in purple on the cover and includes graceful ballerina illustrations inside.
- HKB x Perrier-Jouët Champagne Grand Brut Gift Box; HKB's long-term partner Perrier-Jouët introduces an exclusive, limited edition champagne perfect for the important people in your life. Each bottle of silky, fresh Grand Brut champagne comes in an elegant rose gold embossed gift box designed to impress.

Sugar Plum Shoppe will also feature a delightful collection of festive nutcrackers inspired by characters from the Christmas classic *The Nutcracker*. Traditional holiday icons, these charming wooden collectibles are perfect as gifts and home decorations. They are available in different sizes and designs, including limited editions of Soldier Bear and Christmas Bear, as well as the Rat King, Christmas Penguin and Fairy Princess Nutcracker. Previous nutcracker collections will also be available.

*The Nutcracker* special edition WonderHats, created in partnership with Yum Me Play, come in Nutcracker Prince and Ballerina versions. With these creative accessories, families can get into character easily, engage in an arts and crafts project together and enjoy interactive, imaginative play, making for an educational and entertaining experience.

Other items include memorable HKB production posters, stylish t-shirts with iconic HKB photos, classic tutus, cozy children's sweaters, and versatile, roomy shoulder bags. Perfect gifts for children like charming pointe shoe keychains and practical pencil bags are also available online.

HKB will continue partnering with popular brands to develop creative merchandise for ballet lovers of all ages. In the meantime, join Friends of Hong Kong Ballet and Ballet Family Club at [hkballet.com/membership](http://hkballet.com/membership) to enjoy a 10% discount at Sugar Plum Shoppe.

## Download High Resolution Images

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Photo 1: Hong Kong Ballet T-shirt promotional image | Dancer: Chen Zhiyao | Courtesy of Hong Kong Ballet



Photo 2: Hong Kong Ballet T-shirt promotional image | Dancer: Chen Zhiyao | Courtesy of Hong Kong Ballet



Photo 3: Hong Kong Ballet shoulder bag promotional image | Dancers (from left): Garry Corpuz, Yang Ruiqi | Courtesy of Hong Kong Ballet



Photo 4: Hong Kong Ballet pencil bag promotional image | Dancer: Lai Pui Ki Peggy | Courtesy of Hong Kong Ballet



Photo 5: Hong Kong Ballet shoulder bag promotional image | Dancer: Wang Qingxin | Courtesy of Hong Kong Ballet



Photo 6: Hong Kong Ballet children's tutu, children's sweater and nutcracker promotional image | Dancers (from left): Leung Cherice Yi Wa, Alice Fung, Nonaka Miyamoto | Courtesy of Hong Kong Ballet



Photo 7: Hong Kong Ballet children's tutu and children's sweater promotional image | Dancers (from left): Leung Cherice Yi Wa, Alice Fung | Courtesy of Hong Kong Ballet



Photo 8: Hong Kong Ballet custom face mask promotional image | Courtesy of Hong Kong Ballet



Photo 9: Hong Kong Ballet custom face mask promotional image | Courtesy of Hong Kong Ballet



Photo 10: Hong Kong Ballet x Moleskine Notebook promotional image | Courtesy of Hong Kong Ballet



Photo 11: Hong Kong Ballet x Moleskine Notebook promotional image | Courtesy of Hong Kong Ballet



Photo 12: Hong Kong Ballet x Perrier-Jouët Champagne Grand Brut Gift Box promotional image | Courtesy of Hong Kong Ballet



Photo 13: Hong Kong Ballet x Yum Me Play Nutcracker WonderHat promotional image | Courtesy of Hong Kong Ballet



Photo 14: Hong Kong Ballet x Yum Me Play Ballerina WonderHat promotional image | Courtesy of Hong Kong Ballet



Photo 15: Hong Kong Ballet T-shirt promotional image | Dancers (from left): Nonaka Miyamoto, Kent Eguchi | Courtesy of Hong Kong Ballet



Photo 16: Hong Kong Ballet pencil bag promotional image | Courtesy of Hong Kong Ballet



Photo 17: Hong Kong Ballet shoulder bag promotional image | Dancer: Gouta Seki | Courtesy of Hong Kong Ballet



Photo 18: Hong Kong Ballet shoulder bag promotional image | Dancer: Alice Fung | Courtesy of Hong Kong Ballet



Photo 19: Children's tutu promotional image | Dancer: Leung Cherice Yi Wa | Courtesy of Hong Kong Ballet



Photo 20: Children's sweater promotional image | Dancer: Alice Fung | Courtesy of Hong Kong Ballet



Photo 21: Pointe shoe keychain promotional image | Courtesy of Hong Kong Ballet





Photo 22: *ALICE (in wonderland)* poster | Dancer: Chen Zhiyao | Creative: Design Army | Photography: Dean Alexander | Courtesy of Hong Kong Ballet



Photo 23: Nutcrackers promotional image | Courtesy of Hong Kong Ballet



Photo 24: Blue Nutcracker Palace Guard promotional image | Courtesy of Hong Kong Ballet



Photo 25: Red King Bear promotional image | Courtesy of Hong Kong Ballet



Photo 26: Rat King with cheese Nutcracker promotional image | Courtesy of Hong Kong Ballet



Photo 27: Purple Fairy Princess Nutcracker promotional image | Courtesy of Hong Kong Ballet

### **About Hong Kong Ballet**

One of Asia's premier ballet companies, Hong Kong Ballet (HKB) is internationally recognised as a vibrant arts institution that represents Hong Kong's unique character. Established in 1979

and led by Artistic Director Septime Webre, HKB has a dynamic repertoire performed by nearly 50 dancers from all over the globe and award-winning education and community programmes.

With almost 50 international tours, HKB has won recognition from critics and fans both at home and abroad. Its diverse repertoire includes classic and modern masterpieces, original full-length ballets created for HKB, an interactive ballet series for younger fans and groundbreaking dance by today's most sought-after choreographers, including Alexei Ratmansky, Christopher Wheeldon, Jiří Kylian, Nacho Duato and Trey McIntyre, among others.

HKB maintains an active schedule of community initiatives throughout Hong Kong to ensure that ballet is accessible to people from all walks of life.

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