

# **BEVERLY CENTER COLLABORATES WITH LEADING WECHAT STICKER ANIMATION ARTIST MOMO WANG TO CELEBRATE THE YEAR OF THE DOG**

*Southern California's Premier Fashion Destination to Roll Out WeChat Stickers, In-Center Promotions and Giveaways for its Lunar New Year 2018 Celebration*



LOS ANGELES, CA. (February 15, 2018) - Beverly Center, Southern California's premier fashion destination, will be celebrating the 2018 Lunar New Year from February 16 to March 1, ushering in the Year of the Dog with an exclusive artist collaboration and seasonal red envelope promotions.

## **ARTIST COLLABORATION**

Beverly Center has partnered with Momo Wang, the animator famous for creating one of the most downloaded WeChat sticker collections in China featuring her animated rabbit,

Tuzki, to launch an exclusive Beverly Center mascot and WeChat sticker collection to commemorate the Year of the Dog.

Throughout the Year of the Dog, Beverly Center will launch six exclusive WeChat stickers to celebrate seasonal events, including LGBT pride month, Hollywood awards season, Black Friday and more. These commemorative stickers can be downloaded via the Beverly Center WeChat account, and will be featured in ongoing WeChat and Weibo campaigns throughout the year.

Momo Wang created the popular animated character Tuzki as an undergraduate at the Communication University of China. Since the launch of Tuzki, Momo has focused on comic storytelling with a distinct personal style, and published seven books in Taiwan, Hong Kong, Mainland China and Thailand. She now studies experimental animation at the California Institute of the Arts, where she pushes the boundaries of her art, connecting her new ideas and world view with Chinese traditional culture. She maintains a popular Chinese blog which she considers crucial to her growth as an artist. Momo has worked with leading brands such as Gap, Motorola, VANS, Chevrolet, HP, P&G, Canon, Nike and others.

“We are thrilled to launch this authentic and original creative collaboration, which engages Beverly Center directly with traveling Chinese consumers via the world’s most popular mobile application, WeChat, and its more than 960 million users,” commented Susan Vance, Marketing & Sponsorship Director at the Beverly Center. “This partnership is particularly exciting as Beverly Center expands its support of creators from a wide variety of backgrounds to express the indomitable welcoming spirit of Los Angeles.”

## **LUNAR NEW YEAR PROMOTIONS**

Beverly Center will once again give away traditional red packets, called *hongbao* in Chinese, to celebrate the Lunar New Year holiday season. The red envelopes contain American Express gift cards of varying values for customers who spend more than \$500 during their visit.

Visitors will also be able to ring in the New Year with social media and mobile activations, such as using WeChat Shake to win limited edition products featuring the exclusive Beverly Center Year of the Dog mascot.

“We are very excited to celebrate this heartwarming holiday with our loyal customers and visitors,” said Carlos Montenegro, Manager of Tourism and Guest Service at Beverly

Center. “We continue to build upon our industry-leading Chinese tourism program, and are delighted to be rolling out new services such as a WeChat-enabled digital *Passport to Shopping*, a WeChat -based concierge service and enhanced digital information and services for Chinese guests. We pride ourselves in delighting customers with an outstanding shopping experience and can’t wait to showcase what we have prepared at Beverly Center this Lunar New Year season.”

Beverly Center welcomes tourists from Asia and around the world to shop, eat and enjoy time with friends and family. Visitors are encouraged to follow Beverly Center on WeChat and Weibo and to participate in social media competitions to win a Montblanc Mahjong set by contributing their creative spirit to the Beverly Center this Lunar New Year.

## **ABOUT THE YEAR OF THE DOG**

2018 is the Year of the Dog, according to the Lunar New Year calendar, and will commence on February 16th this year. The Chinese zodiac moves in a 12-year cycle, making those born in 1958, 1970, 1982, 1994, 2006, and 2018 born in the Year of the Dog. It is believed that a person's personality traits are influenced by the year of their birth animal. People born in the Year of the Dog are characterized as being responsible, helpful and loyal.

## **ABOUT BEVERLY CENTER**

Beverly Center is Southern California’s premier fashion destination with more than 100 specialty boutiques reflecting the diverse styles and tastes of Los Angeles, including a paramount portfolio of luxury retailers such as Burberry, Dolce & Gabbana, Fendi, Gucci, Louis Vuitton, MCM, Prada, Saint Laurent and Salvatore Ferragamo. The Center is anchored by Bloomingdale’s and Macy’s. The unique assortment of point-of-difference stores like COS, Henri Bendel and Traffic, paired with the expanded fast fashion collection comprised of Uniqlo, H&M and XXI Forever and contemporary brands Halston Heritage, Sandro and Maje make Beverly Center the ultimate shopping experience. For more information, please visit: <https://www.beverlycenter.com>, Facebook (<https://www.facebook.com/beverlycenter/>), Instagram (@beverlycenter), Wechat (ID: beverlycenter) and Weibo (ID: Beverly Center).

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