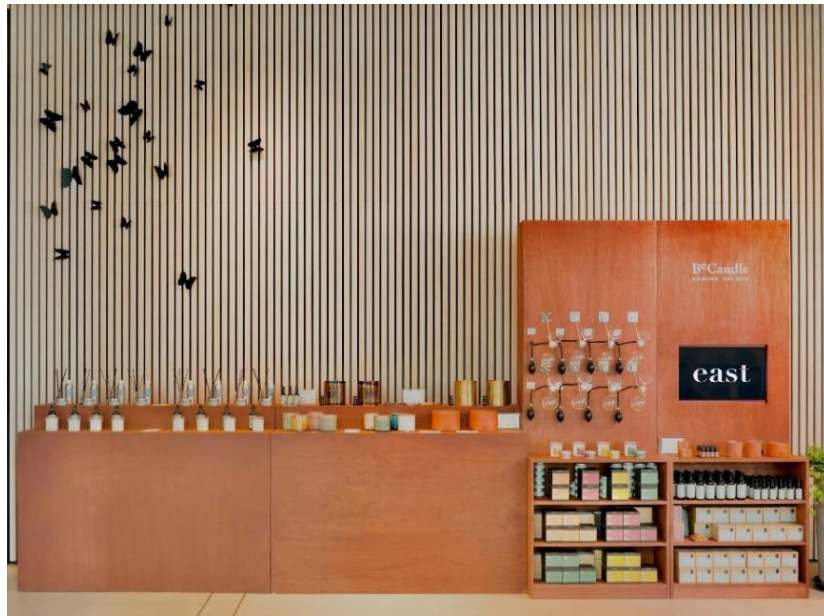


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Press Release – FOR IMMEDIATE RELEASE

EAST Hong Kong x BeCandle Pop-up Debuts at Domain



(Hong Kong, 8 June 2023) From now until 31 December 2023, EAST Hong Kong is joining hands with BeCandle, a local fragrance product factory and lab, to launch an exclusive pop-up experience hosted at Domain, the fun and creative part café, part co-working space inspired by the energy of the neighbourhood on 1/F of EAST Hong Kong.

Guests are invited to unwind at Domain's cosy environment while exploring a diverse selection of BeCandle's fragrance products and an exclusive food and beverage menu dedicated to one of the brand's signature scents, No.84 Jasmine Peach. At the pop-up experience, EAST Hong Kong is also proudly unveiling its distinct line of four scented candles, each honouring the aromatic story of an individual experience offered in the hotel.

Pop-up with exclusive merchandise & refill service

Guests are welcome to discover BeCandle's extensive array of aromatic products from delicate home fragrance and essential oils to scented candles made of a blend of eco-friendly vegetal and soy wax.

Starting from July, Earth lovers can infuse new life into any suitable, unused and empty containers with BeCandle's bespoke candle scents. Guests can simply drop off the containers at Domain, a new collection point for BeCandle's 'Refill Your Essence' (R) plan. The team will then collect the vessels and handle refilling procedures from cleaning and refilling to delivery.



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EAST signature scents

Making their first appearance at the pop-up are four EAST signature scents created by the hotel's in-house team. Guests can bring home scented candles that evoke memories of their EAST Hong Kong experience, each dedicated to an important part of the hotel.

- **EAST** – curated for EAST
- **EXPERIENCE** – curated for your stay
- **APPÉTIT** – curated for Domain
- **SIP** – curated for Sugar

Time-limited BeCandle menu at Domain

For this particular partnership, Domain also introduces a fresh interpretation on the brand's signature scent, No.84 Jasmine Peach with a time-limited menu. Guests can delight their tastebuds with the exclusive Jasmine Peach Panna Cotta (\$65) and No.84 Cold Brew (\$70) available on the special menu.

Under the melting weather, those who crave a refreshing dessert can savour the Jasmine Peach Panna Cotta. Presented with burning sandalwood and topped with delicate edible gold leaves, No.84 Cold Brew is designed to bring the Zen atmosphere from BeCandle's storefront to Domain with an extra hint of classiness.

“As a modern lifestyle hotel, we are excited about introducing a quality local brand who share in our vision to our guests.” said Jennifer Cheung, General Manager of EAST Hong Kong. “BeCandle's focus on curating fragrance products with natural ingredients locally, syncs with our hotel's passion in sustainability.”

Xavier Tsang, Founder & Director of BeCandle said, “We look forward to working alongside EAST Hong Kong, a hotel that shares our love to our land and sustainability concepts by bringing in our fragrance products.”

Domain x BeCandle Pop-up

Date:	8 Jun 2023 – 31 December 2023
Time:	7am – 7pm
Venue:	Domain 1/F, EAST Hong Kong, 29 Taikoo Shing Rd, Taikoo Shing, Hong Kong

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About EAST Hong Kong

EAST Hong Kong is a stylishly designed lifestyle hotel that offers 331 guest rooms, including 6 suites. The hotel boasts a bustling eatery FEAST (Food by EAST) that features international cuisine with fresh flavours; Domain, a café and co-working space which serves freshly baked pastries and handcrafted coffees; an award-winning rooftop bar Sugar, offering signature cocktails; BEAST (Body by EAST), our fitness centre featuring a 24-hour gym and swimming pool.

Managed by EAST Hong Kong, EAST Residences is our serviced apartments offering 106 studios, one or two-bedroom suites and penthouses, fully equipped with kitchen, laundry facilities, guest lounge, 24-hour gym and access to the hotel's pool. MR & MRS FOX, the neighbourhood restaurant on the ground floor, offers a variety of surprises to feed guests' senses featuring tantalising European delicacies and hand-crafted cocktails.

Both located in the heart of Hong Kong Island East, EAST Hong Kong and EAST Residences are within a 10-minute walk away from each other and easily accessible from key transport links.

About EAST

EAST by Swire Hotels are lifestyle hotels located in Hong Kong, Beijing and Miami where bright ideas meet boundless energy. Whether guests are travelling for work or pleasure, there's a real emphasis on working playfully and playing productively at EAST. From bustling cafes, lively neighbourhood restaurants, slinky outdoor decks, big, buzzing workspaces, to quietly calming bedrooms, EAST gives guests their very own volume controller. Our locations in key commercial and lifestyle districts means EAST brings all the cities' happenings right to our guests.

About BeCandle

BeCandle is an artisanal manufacturing company based in Hong Kong, founded in 2012. The company specializes in developing and producing high-quality fragrance products using natural materials. BeCandle also collaborates closely with top European fragrance suppliers.

BeCandle has worked with local designers and metalworkers to create unique series, including "Sai Kung Soil" and "Metal Works". The company has also launched the "R" candle refill service to demonstrate its commitment to the environment.

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Domain x BeCandle pop-up



Jasmine Peach Panna Cotta



No.84 Cold Brew



EAST's signature scents