



The glass facades give Metroplaza a brand new facelift
新都會廣場外牆以全落地玻璃幕牆設計，感覺煥然一新

The revamped Metroplaza set to evolve as a sought-after shopping and leisure destination for office workers

16

新都會廣場全面優化 勢成上班族購物消閒熱點

Regular renovations and tenant-mix refinement are carried out continuously to enhance the Group's shopping-mall portfolio and its competitiveness. Sitting next to MTR Kwai Fong Station, Metroplaza has completed a large-scale reconfiguration with added facilities, enhanced tenant mix and enlarged outdoor green space, offering more shopping and leisure options to the large working population in the area. The revamped mall's overall traffic and average spending per visitor are expected to record double-digit growth, and rental income is expected to increase significantly.

Facilities enhanced and tenant mix refined

A highlight of the Metroplaza's renovation has been the installation of floor-to-ceiling glass for the external facade to allow more natural light into the indoor area, making it more spacious and comfortable. Glass facade shops, including a duplex, are available for the first time at Level 3.

In addition to the renovations, Metroplaza has fine-tuned its tenant mix to better serve office workers nearby. The number of retailers has increased to 230 covering three major categories, namely beauty, food and beverages, and fashion and sportswear. 45% of the retailers are new to the mall with more than half being the only outlets of their kind in the neighbourhood.

Beauty lovers will be drawn to the new 30,000-square-foot beauty paradise, which contains over 40 international skin-care, cosmetics and personal care stores, of which nearly 60% are the only outlets within the district. Fashion and sportswear retailers take up nearly 30% of the total floor area, representing about 90 stores with over 70% of the brands being exclusively available in the vicinity. Sportswear retailers are now grouped at Level 1, offering 15 sports brands and representing the biggest collections in the neighbourhood. Specialty food-and-beverage outlets take up about 30% of the total floor area comprising 30 restaurants, of which over 80% are only available at Metroplaza within the district. Visitors can also dine amidst the greenery at the piazza.

New piazza with all-round facilities

Another revamp highlight is the 40,000-square-foot-plus piazza featuring five new facilities for relaxation and offering exciting new experiences. These include an alfresco dining zone, seasonal garden, starlight corridor, urban farm and fun park. The 15,000-square-foot outdoor terraced garden on Level 3 to 5 features 'selfie' walls and staircases made of seasonal flowers. The starlight corridor on Level 3 is decorated with LED lights, making it an ideal place for romantic photos.

Caring experience has also been introduced. Based on a Five Senses Therapy concept, the mall uses flowers, aroma and music to create a total healing environment to help young people and office workers relieve their stress and enjoy their leisure moments at Metroplaza.



The 15,000-square-foot terraced garden at the piazza is embedded with seasonal flowers, which is exclusively available in the vicinity
露天廣場的層梯式花園面積約達15,000平方呎，當中的主題花海為區內獨有

集團定期為現有商場進行翻新工程及優化租戶組合，以持續提升質素及競爭力。毗鄰港鐵葵芳站的新都會廣場最近完成大型優化工程，增添場內設施，強化商戶組合，開放更多戶外綠化空間，為區內龐大的上班族帶來更豐富多姿的消閒購物選擇。優化後，商場整體人流及人均消費預期可以錄得雙位數增長，租金收入亦預計有可觀升幅。

優化硬件配套 商戶組合重新分佈

新都會廣場優化工程的其中一個重點，是把商場外牆改作全落地玻璃幕牆設計，引入自然光線，增強採光度之餘，亦令場內空間感及舒適度大增。商場三樓首度設置以全落地玻璃設計的店舖，其中一間商戶更橫跨兩層。

隨著優化工程完成，商戶組合亦作出重組，為區內上班族帶來更切合需要的購物享受。商戶數目現增至230間，匯聚美容、餐飲以及時尚服飾與運動服裝三大範疇；當中四成半商戶為首度進駐，過半數品牌屬區內獨有。

為配合愛美人士的需要，商場特別打造佔地約30,000平方呎的美容天堂，國際知名美容化妝品牌專門店及個人護理商店增至超過40間，當中接近六成品牌屬區內獨有。潮流服飾及運動用品店更提升至大約90間，佔商場面積近30%，當中超過七成品牌屬區內獨有。商場一樓特設運動主題專層，結集15個運動服裝品牌，冠絕同區商場。特色餐飲品牌達



International skin care and cosmetic brands at the 30,000-square-foot beauty paradise
佔地約30,000平方呎的美容天堂，匯聚國際知名美容化妝品牌

30間，佔商場面積約三成，超過八成食府屬區內獨有。遊人亦可到露天茶座，在綠意盎然的露天環境下，品嚐美食。

全新露天廣場 增添多元化設施

優化工程另一個重點，為逾40,000平方呎的戶外露天廣場。露天廣場設有五個全新設施，為遊人提供調適心情的空間及多元化體驗，包括戶外露天餐飲區、季節主題花海、星光長廊、都市農莊及歷奇公園。露天花園面積約達15,000平方呎，以層梯式連貫商場三至五樓，並以季節花海為主題，設有花系自拍攝及花海階梯。位於三樓的星光長廊以漫天燈海佈置，氣氛浪漫寫意，是理想的拍攝好去處。

商場更以「五感治癒」的新概念為客戶帶來貼心設施，運用花藝、香氛及音樂營造全方位的治癒效果，讓年輕人及上班族在商場內舒緩壓力，感受身心放鬆的消閒新體驗。



The specialty restaurants are popular
場內特色食店深受歡迎