

FOR IMMEDIATE RELEASE:
January 21, 2022

***** MEDIA ALERT *****

CELEBRATE LUNAR NEW YEAR AT HUDSON YARDS

Beginning January 24th, The Shops at Hudson Yards and Edge will welcome The Year of the Tiger with Stunning Red Lantern Displays and Traditional Performances in Partnership with New York Chinese Cultural Center



What: Dramatic Décor: January 24th - February 13th, larger-than-life red lanterns will be interspersed throughout The Shops at Hudson Yards and Edge, the highest outdoor sky deck in the Western Hemisphere, to commemorate the holiday.

Cultural Performances: The Shops at Hudson Yards, in partnership with the New York Chinese Cultural Center, will offer a series of FREE performances including traditional lion dances and ribbon twirling. Performances will be held every Saturday (Jan. 29, Feb. 5 and Feb. 12) at 1pm, 3pm and 5pm in the Great Room of The Shops at Hudson Yards on Level 1.

Special Collection and Offers: Limited edition capsule collections and specialty food offerings are available at participating retailers including: Ladurée, Scanlan



Theodore, Queensyard, Piaget, Wild Ink, Sephora, Fuku, Levi's, Madewell, Ana Eatery, Coach, M.A.C Cosmetics, Tory Burch and Kiehl's.

Edge will feature a signature cocktail and traditional Chinese small bites. The 'Water Tiger' cocktail blends Ming River Sichuan Baijiu, Pineapple and Pomegranate and retails for \$18, customers must be 21+ with proof of ID.

Shoppers who spend \$188 anywhere inside The Shops & Restaurants, will receive a complimentary gift of bamboo chopsticks in a silk sleeve at the Concierge Desk on Level 1. HY+ Reward Members will receive a reward to redeem a lucky red envelope with special gifts just for them.

New at Hudson Yards: Guests can also visit the newest shops and restaurants around Hudson Yards including Louis Vuitton (opening mid-February), ANA Bar and Eatery (now open) and Ana Wine and Spirits (opening early February), Magnolia Bakery (opening late January) Fellow Barber (opening early Spring), Kissaki (opening early Spring), Naked Tomato (now open), and more.

When: January 24 - February 13, 2022

Performances will be held every Saturday (Jan. 29, Feb. 5 and Feb. 12) at 1pm, 3pm and 5pm in the Great Room of The Shops at Hudson Yards on Level 1.

Where: 20 Hudson Yards, New York, NY, 10001
The Shops at Hudson Yards
Edge, entrance on Level 4

Information: For more information about Lunar New Year at Hudson Yards, please visit: https://www.hudsonyardsnewyork.com/see-do/events?field_event_category_target_id=1431.

For video assets, please visit: <https://related.box.com/s/ibu5o7wj1026i3skarvjs14ln12fdpnr>.

For more information about Edge, please visit www.edgenyc.com.

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ABOUT HUDSON YARDS



Hudson Yards is the newest neighborhood on Manhattan's West Side developed by Related Companies and Oxford Properties Group. A template for the future of cities, Hudson Yards is Manhattan's first LEED Gold Certified Neighborhood; home to leading retail brands in every category from luxury to fast fashion, including experiential concepts and first-ever stores from popular online retailers; restaurants and food experiences by world-renowned chefs and restaurateurs; dynamic cultural institutions; modern residences offering unparalleled amenities; more than five acres of public plazas, gardens and groves; the world's first Equinox Hotel; state-of-the-art commercial office space for industry leaders including Facebook, WarnerMedia, BlackRock and more; and eventually a new 750-seat public school. For more information on Hudson Yards, please visit www.HudsonYardsNewYork.com.

ABOUT EDGE

Edge is the highest outdoor sky deck in the Western Hemisphere offering unparalleled 360-degree views of New York City's iconic skyline. Rising 1,131 feet in the air and extending out 65 feet from the 100th floor of 30 Hudson Yards, the outdoor viewing area features a thrilling glass-floor, angled glass walls and outdoor skyline steps from the 100th to 101st floors. Visitors can enjoy a toast in the sky from Edge's champagne bar or visit Peak, the restaurant, bar, café and event space located on the 101st Floor. For more information on Edge, please visit www.edgenyc.com.