

Events and campaigns to celebrate the release “TRAVELER’S STAR EDITION” to take place in Hong Kong!

## “TRAVELER'S STAR EDITION in HONGKONG”

- ◆ The 1st official Traveler's Notebook HK Gathering on Star Ferry
- ◆ “TRAVELER’S notebook Stamp Trip! Campaign in Hong Kong”
- ◆ Customization event at QIPS
- ◆ “TRAVELER’S STAR EDITION” takes the Star Ferry to new places!

Events beginning in April 2013

Designphil Inc. is a design company with its headquarters in Shibuya, Tokyo, whose president (CEO) is Ichiro Aida. Its corporate mission is to create designs that facilitate communication, bring more joy into people’s lives, and suggest new lifestyles.

The design company’s product brand, “Midori”, released the “TRAVELER’S STAR EDITION” on Thursday, March 14, 2013, in Japan, in collaboration with “Hong Kong Star ferry” (“Star Ferry” hereafter). Now, the EDITION goes on sale in Hong Kong as well. Beginning in early April this year, the brand will hold user events, campaigns, etc., to celebrate the release.

The “TRAVELER’S STAR EDITION” is a limited-availability series developed to celebrate the 5<sup>th</sup> anniversary of another series, the “TRAVELER’S notebook Passport Size”. The new edition consists of items designed to the motif of “TRAVELER’S STAR,” an original ferry designed to match the “TRAVELER’S notebook.” The EDITION has 10 items in all, each priced in the range of 441 yen to 3,465 yen (\*1). Designphil’s hope for the new edition is that its “TRAVELER’S notebook” series will accompany travelers for years and centuries to come, just as Star Ferry has been carrying both locals and travelers from the world over, for more than a century.

Now, in celebration of the release of the “TRAVELER’S STAR EDITION” in Hong Kong, the hometown of Star Ferry, we, Designphil, will be holding user events and stamp campaigns in collaboration with “city’super,” a global chain of supermarket complexes headquartered in Hong Kong, and QIPS, a stationery store chain in Hong Kong run by the Designphil Group (\*2).

Beginning on Tuesday, April 9, 2013, when “TRAVELER’S STAR EDITION” goes on sale in Hong Kong, each and every collaborating store will run a special section dedicated to the EDITION. During the campaign/event period, the special section will exhibit and sell items relating to “TRAVELER’S notebook and Friends,” such as the notebooks and accompanying brass items, as well as some limited-availability products.

In addition, from Tuesday, April 9 through Sunday, May 12, we are holding a campaign event named “TRAVELER’S notebook Stamp Trip! Campaign In Hong Kong.” Each store participating in this campaign will come up with its own original stamp, which a traveler can use to leave an image on his/her notebook, etc. Each store is now creating its own stamp, which features its logo and a “STAR EDITION” motif. During this campaign period, visit a participating store and find a stamp section. There, press the stamp on your favorite notebook, a “TRAVELER’S notebook” or a “TRAVELER’S notebook Passport Size” that you just bought. The campaign also offers a special application form. On the form, affix a city’super stamp and a QIPS stamp, and submit the form. To 10 lucky applicants chosen by lot, we will give “Original Masking Tapes” from TRAVELER’S FACTORY, the flagship store of TRAVELER’S notebook located in Nakameguro, Tokyo.



We will be holding some other collaborative events with city'super and QIPS as well.

In cooperation with Designphil, city'super will hold the "1st official Traveler's notebook HK Gathering on Star Ferry" on Saturday, June 8, 2013. This "Gathering" will invite some 100 participants chosen from those who have bought a specified item at a city'super and from TRAVELER'S notebook users in Hong Kong, and let them enjoy a cruise on a Star Ferry. On board, the participants can customize their notebooks. Also, this event has room for TRAVELER'S users from Japan as well. From Japan, six lucky applicants will be chosen by lot to join the ride, out of those who have submitted their applications during the time period beginning on Tuesday, March 21 and ending on Monday, April 8 (\*3).

For how to apply, please visit the "TRAVELER'S notebook" website, [www.midori-japan.co.jp/tr/](http://www.midori-japan.co.jp/tr/)

Elsewhere, in collaboration with QIPS, we will be holding a customization event on Sunday, June 9, 2013. The venue is the QIPS store, which opened in the Miramar Shopping Centre, Tsim Sha Tsui, in December 2011. At the event venue, anyone who has bought something at the store or has his/her own "TRAVELER'S notebook" is invited to customize his/her "TRAVELER'S notebook" with the store's original stamp or stickers. Also coming to the venue are our development and public relations people, who will give you some advice on customization.

We also set up a "TRAVELER'S STAR EDITION" section and some posters beside the Star Ferry quays (\*4) to set the mood for our collaboration with the ferry carrier.

For more information on each of the events and campaigns, as well as on how to apply for the "1st official Traveler's Notebook HK Gathering on Star Ferry," please visit the "TRAVELER'S notebook" website, [www.midori-japan.co.jp/tr/](http://www.midori-japan.co.jp/tr/)

(\*1) These are all suggested retail prices in Japan, including tax.

(\*2) The QIPS are new stores to serve your lifestyle run by the Designphil Group. The stores carry design stationery items from Japan as well as from all over the world. The first store opened in Olympian City in July 2011, followed by the second one in Miramar Shopping Centre in December of the same year.

(\*3) The right to join the event is the only prize. The participants are asked to pay their own travel, hotel, and other expenses.

(\*4) This campaign is held by city'super, with the cooperation of Designphil.

#### [Summary of events and campaigns]

##### < "TRAVELER'S STAR EDITION" sections >

City'super and QIPS set up a "TRAVELER'S STAR EDITION" section at many of their stores.

##### ■ Time period

From Tuesday, April 9, 2013

\* The actual period will differ depending on each store. Please confirm with each store.

##### ■ Venues

City'super :Harbour City, and other stores

QIPS :Olympian City and Miramar Shopping Centre

##### < Stamp campaign >

##### STAMP TRIP! campaign in HONG KONG

##### ■ Time period

Tuesday, April 9 through Sunday, May 12, 2013

##### ■ Venues

City'super Harbour City, city'super Times Square, LOG-ON Festival Walk,

QIPS Store (Olympian City), QIPS Store (Miramar Shopping Centre)

##### ■ What the campaign offers

- Each participating store will set up a special stamp section during the campaign period. There, you are invited to press the stamp on your favorite notebook or "TRAVELER'S" notebook that you bought there.
- Each stamp is an original design, featuring the store's logo and TRAVELER'S STAR. Each campaign stamp is available at that store alone.
- Press two campaign stamps on the application form – one at a city'super and the other at a QIPS -- and submit your application. We will give a set of two original masking tapes of "TRAVELER'S FACTORY" to 10 lucky winners chosen by lot out of all the applicants.

##### ■ How to apply

Press two campaign stamps on the application form, one at a city'super and the other at a QIPS, and leave it in a campaign application box. No application is valid if it has two stamps from the same store.

\* The form is available at any of the stores participating in the stamp campaign. (When the store has run out of forms, no more copies of the form will be available there).

\* The application box is to be placed at city'super Harbour City and QIPS Miramar Shopping Centre



**< User event >**

**“1st official TRAVELER’S notebook HK Gathering on Star Ferry”**

Organizer: City'super Limited, in cooperation with Designphil Inc.

Some 100 “TRAVELER’S notebook” enthusiasts of Hong Kong get together at a Star Ferry.  
On board the ferry, they will have a great time in the world of TRAVELER’S STAR EDITION.

**■ Time and date**

12:00 noon to 3:00pm, Saturday, June 8, 2013

**■ Venue**

Star Ferry

**■ What the event offers**

- Cruising on the Star Ferry
- Display of “TRAVELER’S STAR EDITION”
- A customization section where participants can customize their “TRAVELER’S notebook” as they want to, with stickers, stamps, etc.
- A talk show over Star Ferry

**■ Requirement for applicants**

- An applicant must be a “TRAVELER’S notebook” user resident in Hong Kong or have bought a specified item at city’super
  - \* Please confirm the details of how to apply at a city’super.

**■ Six “TRAVELER’S notebook” users from Japan to be invited!**

- The right to join in this user event is available to six lucky winners in Japan, to be chosen by lot.
- Applications accepted from Thursday, March 21 till the end of Monday, April 8  
For how to apply, please visit Midori’s website, [www.midori-japan.co.jp/tr](http://www.midori-japan.co.jp/tr)
  - \* The “right to join the event is the only prize given. Participants are asked to pay their own travel, hotel, and other expenses.
  - \* Some Japanese staff will be there to help participants from Japan, at the event.
  - \* Designphil is not to be held responsible for any incident and/or accident that might occur while the participants are on travel or staying in Hong Kong. We would appreciate your understanding and consent, in advance.

**< Customization event >**

**“TRAVELER’S notebook at QIPS”**

**■ Time and date**

11:00am to 8:00pm, Sunday, June 9, 2013

**■ Venue**

QIPS Miramar Shopping Centre

MIRAMAR SHOPPING CENTRE SHOP NO.2002-2003, 132 NATHAN ROAD, TSIM SHA TSUI, KOWLOON

**■ What the event offers**

- Just buy a relevant item at the venue, or bring your “TRAVELER’S notebook” with you, and enjoy customizing it right there.
- The store will prepare some original stamps and stickers, etc.
- Some “TRAVELER’S notebook” development and public relations people will be at the venue to give you some advice on customization.

\* For more information on the event, please visit the website of either of the stores below:

City'super : [www.citysuper.com.hk](http://www.citysuper.com.hk)

QIPS : [www.qips.hk](http://www.qips.hk)

\*TRAVELER’S COMPANY [www.travelers-company.com](http://www.travelers-company.com)

\*TRAVELER’S FACTORY [www.travelers-factory.com](http://www.travelers-factory.com)