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WhiteWave Media Group launches Luxury Locator: Hong Kong, Hong Kong's first luxury shopping app

Invaluable for travelers to Hong Kong as well as local shopaholics, Luxury Locator: Hong Kong is the very first mobile app that allows you to browse boutiques and products tailored to your choice and current location.

Hong Kong, 16 October 2012 – WhiteWave Media Group, Asia's leading integrated luxury media group, has launched Luxury Locator: Hong Kong, a market-first location-based iPhone app serving luxury shoppers in Hong Kong, both visitors and locals. This follows on the heels of the successful launch of Luxury Locator: Singapore in June 2012.

Luxury Locator: Hong Kong is the first mobile app that lists and organizes the most essential luxury brand boutiques and shops in Hong Kong. Complementing the mobile app is an online directory, available via the 'Shopping' section of Asia's no 1 luxury website Luxury-Insider.com. Developed in close collaboration with leading luxury brands, Luxury Locator: Hong Kong promises complete information and accuracy.

Luxury Locator: Hong Kong is available for iTunes download in both Simplified Chinese and English editions.

Here's what you can enjoy by downloading the app:

Specially designed for the luxury shopper

Unlike other general travel apps, Luxury Locator: Hong Kong has been designed from the ground up with the needs of luxury shoppers in Hong Kong in mind.

You are able to find branded boutiques using three main criteria: **By Brand, By Product Category** or **By Location**.

Searching **By Brand** is great if you already know which brand you're looking for. You can quickly browse the app's database for standalone brand boutiques, as well as retailers carrying the brand you're after.

www.WW-MG.com

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You've set your eyes on the latest Breguet timepiece. Scroll through the Brand list, tap on 'Breguet' and you will see the nearest Breguet boutique, or the nearest retailer offering Breguet watches.

Use the **By Location** function to find luxury boutiques and retailers in one of the 4 main shopping areas in Hong Kong. This will help you to plan your shopping trip if you know where you're going to be.

You're headed to Connaught Road in Central for a business meeting, and have time to spare. Before you even leave the hotel, click on the By Location button to see what brands are in the area of your meeting: bingo! Salvatore Ferragamo is right at your doorstep, perfect to try on that dress you've had your eye on.

By Category is useful to hone in on shops that carry the product you are looking for, be it handbags, watches or shoes. The app clearly indicates whether a store carries gender-specific products so it's easy to shop for yourself, your partner or friends.

Your husband has hinted that he wants a pair of Bally Shoes for his birthday. Click on the By Category button, search for shoes for men, and select from a list of relevant stores that carry men's accessories.

Proprietary Geolocation System for Accuracy in Shopping Clusters

Luxury Locator: Hong Kong is powered by a proprietary geolocation algorithm that greatly improves the accuracy of the phone's GPS tracking result.

You can use the Near You function on the phone to view a list of shops near their current location, as well as browse cool products available around them.

As the app and its improved geolocation tracking system have been developed for and tested extensively within the shopping clusters of Hong Kong, you can be assured of a superior shopping experience.

A remarkably user-friendly interface

Designed for people on the go, the Luxury Locator: Hong Kong app, with its large buttons and uncluttered design interface, is remarkably easy to use

Commenting on this latest launch, WWMG Group CEO Julian Peh said: "It has always been our intention to launch Luxury Locator in major shopping cities in Asia. After the successful launch of Luxury Locator: Singapore, our product development team have used user feedback to further refine our proprietary mobile location based platform."

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“Hong Kong is one of the most popular luxury shopping destinations in Asia, with a dazzling variety of brands and shops available. Luxury Locator: Hong Kong is the perfect app to help the luxury buyer navigate this great shopping city. In particular, we know that our Simplified Chinese edition of the app will definitely become a tool that Chinese travellers will not leave home without.”

Two separate versions of Luxury Locator: Hong Kong have been launched today, one in English, and the other in Simplified Chinese targeting shoppers from China. Luxury Locator is developed through close technical collaboration with Singapore’s app developer BuUuk. It is available for download on Apple’s App Store: users can easily find the download link for the app by searching for “Luxury Locator Hong Kong” on Google or within the App Store. Those looking for the Simplified Chinese version can search for “城中名店：香港” within the App Store.

Luxury Locator: Hong Kong will be available on other platforms later this year. In addition, WWMG has plans to launch Luxury Locator within other key Asian markets.

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About WhiteWave Media Group

Launched with a single website Luxury-Insider.com in 2006, WhiteWave Media Group is now Asia’s no 1 integrated luxury media group. We publish leading luxury magazines, websites and mobile apps, with offices in Singapore, Hong Kong and Shanghai.

The Group was a global pioneer in online luxury publishing, with its flagship product Luxury-Insider.com being Asia’s leading luxury website today, and InLuxe.cn growing fast in its Chinese readership. Together with our partner SPH Magazines, we also run China-Boating.com, JETAsiaPacific.com, LPdibiao.com, Asia-PacificBoating.com.

Combining high quality editorial with deep technical knowhow in digital delivery, the group’s websites constantly raise the standards of luxury content published online.

Through its early start, the Group is the most trusted online media team in the luxury industry, with a long and proven track record, delivering hundreds of successful online campaigns for the most prestigious luxury houses.

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Constant focus on editorial quality enabled the Group to make waves in the print medium as well. Building on its early success in supplying content to other publishers, the Group owns and publishes BACCARAT Magazine, a vibrant luxury lifestyle title with more than 10 years of history in Hong Kong. The group's editorial credentials were further affirmed by its winning of the Citibank contract to publish Ultima Magazine, a controlled circulation title for Citibank's ultra-affluent Ultima clients.

The Group's portfolio of media products, including websites, print magazines and mobile apps targeting affluent luxury buyers across the region, gives it the largest and most powerful integrated media platform for luxury marketers in Asia.

As the leading luxury publisher combining innovation & technology with media, WWMG is in a prime position to assist luxury companies with innovative and effective marketing solutions to reach the sophisticated Asian luxury buyer of today.

WWMG is an associate company of the SPH Magazines group.

Visit www.WW-MG.com for more details.

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