



Immediate Release

新聞稿 Press Information

Nissin Foods Hong Kong x LeSportsac First-ever Collaboration
14 New Limited Edition Remarkable Accessories at CUPNOODLES MUSEUM
Hong Kong

“Nissin Foodium” Members First To Order Exclusive Early Bird Combo











Nissin Foods Hong Kong and world-famous fashion accessories brand LeSportsac have teamed up for the first time to release 14 limited edition trendy accessories on 21 December. Items would be available in both the CUPNOODLES MUSEUM Hong Kong (the Museum) and LeSportsac Stores. Ching Chai, Ching Mui, Cup Noodles and Demae Iccho are the stars of the range, bringing their iconic and vibrant notions alive while exciting the market with an impactful sense of style, inspiring the design of collaboration items including backpack, carrying bag and cosmetic bag. These captivating pieces are surely going to be highly sought-after by fashion enthusiasts in the city! What's more, the Museum is especially launching a variety of special combos for the members of "Nissin Foodium" from 7-20 December. Members may enjoy an early bird offer and order up to 6 different items from the range in advance with their membership points. Now it's your chance to transform into fashion icon!

Durable for any lifestyle and proven for its quality and function since its launch, LeSportsac is well-loved by many for its innovative and leading designs. Showing the iconic and vibrant style of Ching Chai and Ching Mui, giving the signature look on each piece of exclusive item, introducing a unique style to the entire collection. The designs feature comic-style backgrounds, showcasing vivid images of Ching Chai and Ching Mui in various scenes. With exaggerated illustrations, they create a stylish, trendy, and slightly cute aesthetic. The Deluxe Lg Weekender, Deluxe Easy Carry Tote and Basic Backpack are the essentials when it comes to travelling. Whether you're on vacation or embarking on an adventurous journey, you can effortlessly pack all your essentials, allowing you to travel with Ching Chai and Ching Mui and enjoy a trendy journey together! For outdoor explorers, the Mini Phone Crossbody and Micro Shoulder Bag with Key Card Holder come in handy for different kinds of outings. Fit in your phone and essentials, having fun during an outdoor adventure. The Rectangular Cosmetic and 3-ZIP Cosmetic pouches are splendid companions perfect for girls. The beautifully designed bags are ideal for you to store your make-up in a stylish way, and keep you looking fabulous wherever your beauty journey takes you. The Small and Large Packing Pouches are also not to be missed as they are helpful organisers for you to keep your wardrobe clean and tidy throughout the year! Moreover, The playful Cup Noodles and Demae Iccho Placement Pouches designed to resemble the real noodle cups and bags of Demae Iccho are creative and wonderfully crafted for Nissin fans and collectors alike. These three bags are meticulously crafted to resemble the original product packaging in a 1:1 scale. Use them as your organiser bags or statement clutch bags, elevate your fashion game, showcase your individuality and be the centre of attraction with these whimsical creations!

Nissin Foods Membership scheme Nissin Foodium has been highly popular since its launch. By registering as a member via the WeChat mini program and scanning the QR code inside designated Nissin instant noodle product packaging, members can earn points and redeem them for various rewards. To express gratitude for the members' support, the Nissin Foodium is introducing six exclusive early bird order combinations available for points redemption at a special price from December 7th to 20th. Each combination includes a selected collaboration product, paired with a pack of Nissin Demae Ramen Hokkaido Wheat Flour Sesame Oil Flavor and a pack of Viet Signature Beef Flavour Pho Noodle, to satisfy both the fashion and food pursuit.

The full collaboration series will make a strong debut at the Museum on December 21st, delve into the one-stop experience with more food, bargains and fun. To complement this collaboration theme, the Museum has created limited-time photo spots. During the promotional period, visit the Museum and hashtag #CUPNOODLESMUSEUMHK on Facebook or Instagram to get limited edition Ching Chai or Ching Mui stickers (limited quantity, while supplies last). Besides going on a shopping spree, do not forget to journey into the Museum for the exclusive one-stop experience with more food, bargains and fun. Join the three interactive and engaging workshops, including My CUPNOODLES Factory, Demae Iccho Factory, and My Granola Factory with friends and family. Create your one-of-a-kind Cup Noodles, Demae Iccho and Nissin Granola with tickets available starting at \$60. You may also upgrade your experience and get a game pack for 'Holmes at the Museum', an original series of real-setting detective games at only \$50! Embark on a fun-filled journey, unveil the secret of the Museum manager, and win a game book and limited-edition stamps!

14 Limited edition Nissin X LeSportsac Collection Accessories

			
Deluxe Lg Weekender	Basic Backpack	Deluxe Easy Carry Tote	Key Card Holder
Retail Price : \$1,730 Early Bird Package Price : 460 points + \$1,390	Retail Price : \$1,260 Early Bird Package Price : 340 points + \$1010	Retail Price : \$920 Early Bird Package Price : 270 points + \$740	Retail Price : \$310
			
Micro Shoulder Bag	Mini Phone Crossbody	Everyday Sm Satchel	Rectangular Cosmetic

Retail Price : \$520 Early Bird Package Price : 160 points + \$420	Retail Price : \$520 Early Bird Package Price : 160 points + \$420	Retail Price : \$1,210	Retail Price : \$300 Early Bird Package Price : 120 points + \$240
			
3-ZIP COSMETIC Retail Price : \$300	Small Packing Pouch Retail Price : \$550	Large Packing Pouch Retail Price : \$740	
			
Cup Noodles Retail Price : \$520	Placement Pouch (Red) Retail Price : \$320	Placement Pouch (Black) Retail Price : \$320	

* The images are for reference only. Products are available while stock lasts.

The Innovation Journey of Momofuku Ando	Cup Noodles Wall	The Big Cup
		
My CUPNOODLES Factory Workshop	Demae Iccho Factory Workshop	My Granola Factory Workshop



Holmes at the Museum



CUPNOODLES MUSEUM Hong Kong

Venue:	2/F, China Hong Kong City, 33 Canton Road, Tsim Sha Tsui		
Opening hours:	11:15am - 7:15pm Wed: Closed (If Wed is a General Holiday, the Museum will be closed on the following day) <i>(Remarks: Opening hours may be adjusted due to prevailing circumstances. In case of any changes, the on-site notice will take precedence.)</i>		
Ticketing: - Please make advance bookings online for the workshops (www.cupnoodles-museum.com.hk). - Museum Gift Shop is open for all.			
Workshop	Price	Duration	Remarks
My CUPNOODLES Factory	\$60	30 mins	Children under the age of 3 and not occupying a seat are allowed entry free of charge if accompanied by an adult who holds a valid admission ticket.
Demae Iccho Factory	\$120	90 mins	Persons below 110cm will not be admitted. Visitors participating in "Demae Iccho Factory" must purchase tickets in pairs to enjoy the activity in duos.
My Granola Factory	\$60	30 mins	Children under the age of 3 will not be admitted.
Holmes at the Museum	\$50	n/a	Special ticket is only available to participants joining one of the 3 workshops.

This media information is distributed by NISSIN FOODS HONG KONG on 7 December 2023.

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