



BUDWEISER Hong Kong launches ground-breaking new lifestyle experiential platform BUDX

Featuring the BUDX VIP Pavillion in BUDX x Creamfields 2018

BUDX x UNDEFEATED's first-ever fashion-beer collaboration

[28 November 2018, Hong Kong] Budweiser officially announces today the launch of its ground-breaking new lifestyle experiential platform BUDX in Hong Kong! Budweiser is always committed to providing customers with quality lifestyle experiences, and BUDX is established to showcase urban culture through music, fashion and art, which "X" in BUDX stands for "creative collaboration". It provides a new face for creative cooperation space through different city occasions, inspiring Hong Kong people's pursuit towards lifestyle, aiming to inject different cutting-edge experiences in youngsters' lifestyle.

In recent years, Budweiser actively supported the music industry and was recognized as an EDM promoter inspired of the mutual spirit "Unleash your True self". Budweiser has engaged in music industry milestones such as sponsoring one of the top EDM festivals "TOMORROWLAND" in Boom, Belgium every year, as well as the Budweiser STORM Festival in China.

BUDX x Creamfields 2018

This year, BUDX x Creamfields 2018 will take place at Hong Kong AsiaWorld - Expo from 15- 16 December. With the star-studded unbeatable DJ and artist line-up, featuring Martin Garrix, Alesso, Diplo and a top-notch production crew, it brings Hong Kong fans an unprecedented electronic dance music experience. The world-class stage and immersive sensual experiences deliver a powerful, energetic, non-traditional and unique music festival!

Big acts of Creamfields Hong Kong 2018 include ABOVE & BEYOND, ALY & FILA, BROHUG, CARTA, DVBBS, FILIP, GALANTIS, KAYO, KSHMR, MARSHMELLO, NOKAY, PURPLE HAZE, R3HAB, SUNNERY JAMES & RYAN MARCIANO, TĚŠTO, W&W, ZEDS DEAD etc.

On-site BUDX VIP Pavilion for an enhanced immersive experience

As the main sponsor, an on-site BUDX VIP Pavilion is set up in BUDX Creamfields 2018 to provide an enhanced sensory interactive experience for VIPs. The BUDX VIP Pavilion consists of two storeys - the first floor features an open bar, which Budweiser beer is provided for fans and Budweiser's VIP guests can enjoy free drinks. Multi-station experiential games such as Beer Pong, air cushion ball, football machine can also be enjoyed on this floor; On the second floor, a lookout is set up to allow VIPs to enjoy the performances while sipping Budweiser beer.

Apart from the VIP experiential area, innovative digital experiences are also created for the public to create extraordinary and diversified experiences. This includes the interactive Virtual Reality DJ Turntable Game, the Brand Experience Zone encompassing an Interactive Wall, an LED photo booth

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and a Motion Detection Immersive Experience. The captivating sensory experiences allow fans to unleash their inner self along with the music, instantly heating up the on-site fever, and raising the atmosphere to astronomical levels.



BUDX x UNDEFEATED first-ever Beer & Fashion crossover

Embracing novel breakthroughs, BUDX announces the cooperation with world-renowned American street fashion brand UNDEFEATED. With the motto of “Be Bold, Be Confident, Chase your Dreams”, BUDX launched the crossover series with UNDEFEATED, matching UNDEFEATED’s iconic military camouflage colour with BUDWEISER’s classic red logo. A series of limited-edition apparel such as T-shirt, Thermal, Hoodie, Caps etc, is launched along with a series of accessories such as thermal cups, beer mugs, and bottle openers. Don’t miss the hero product- the “camouflaged beer cans”, which marks the bold crossover between beer cans and the fashion industry.

The BUD X UNDEFEATED crossover series will be available at the UNDEFEATED stores in Hong Kong from 10 December 2018.



About Budweiser

The “King of Beers” Budweiser was introduced by Adolphus Busch in 1876 and is still brewed with the same care and high-quality, exacting standards. What began as an American original 139 years ago is a global brand today, enjoyed by consumers in 85 countries. In accordance with its original recipe, this great American lager is aged over Beachwood chips for 21 days which results in a perfectly balanced flavor and a crisp, clean refreshing taste. Budweiser is the world’s most valuable beer brand according to Interbrand 2016.

For more product information, please contact:

Client to input contact