

Scottsdale Fashion Square Celebrates Lunar New Year With Celebration of Asian Culture

Written by AZFoothills.com

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Lunar New Year is celebrated by hundreds of millions of people in Asia and around the world and is celebrated to mark a year full of good fortune, wealth and longevity through the lunisolar calendar. This year the celebration is The Year of the Pig. Scottsdale Fashion Square enjoys celebrating Lunar New Year and cultural diversity to ensure our guests, including the Asian community and visitors alike, are welcomed during this important annual cultural celebration.

Scottsdale Fashion Square has just completed a major renovation, which is started with a complete update and redefinition of the luxury wing anchored by Neiman Marcus. Following the luxury wing's completion, the Grand North Entrance. The shopping and entertainment destination enjoys celebrating cultural diversity.



As the unforgettable sound of the taiko drum reverberates from Scottsdale Fashion Square's Palm Court to the far ends of the iconic 1.9-million-square-foot shopping center, shoppers will be in for a remarkable celebration of Asian culture with music, dance and eye-catching costumes at an entertaining Lunar New Year Celebration.

Opening and closing performances of the Lion Dance, a traditional Chinese dance that brings good luck and fortune performed by the **Tucson Chinese Culture Center Lion Dance Troupe**. In addition, Zhigang Chen, Bian Lian (known as "Face-Changing") will perform an ancient Chinese dramatic art that is part of Sichuan opera. Also, the **Dance Fellowship of the Greater Phoenix Chinese Christian Church** in

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Chandler will be performing traditional Chinese folk dances including the Tibetan dance, Mongolian chopstick dance, Dai dance and Peach Blossom dance.



In addition to festivities, Scottsdale Fashion Square retailers will be passing along good fortune to shoppers with special promotions throughout the day, including 15% off \$400 purchase at Trina Turk, Givenchy mini makeovers at Sephora, \$25 off \$100 purchase at Z Gallerie and many more.

Shoppers and media visiting Scottsdale Fashion Square will see:

- A stunning showcase of festive decorations, including bright red colors, which are symbolic of good luck and the Lunar New Year
- Face Changing performer, Dragon & Lion Dance performances, Traditional Chinese Folk Dances
- Fashion Show

When: Saturday, Feb. 16, 2019, from noon to 3 p.m.

Where: Scottsdale Fashion Square, Palm Court, 7014 E. Camelback Rd., Scottsdale, AZ 85251