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Shanghai Disney Resort Unveils 5th Birthday Celebration Limited Merchandise Collection Designed in Collaboration with Jackson Yee

A surprise reveal as part of the resort's "Year of Magical Surprises," the new Holographic Mickey Collection will be available for pre-order online from May 25

SHANGHAI, May 20, 2021 – Shanghai Disney Resort today unveiled an exclusive merchandise collection designed in collaboration with Jackson Yee – the latest in a series of original offerings as part of the resort's "Year of Magical Surprises." The fashionable 5th Birthday Celebration Holographic Mickey Collection combines Disney's classic Mickey Mouse designs with Jackson Yee's chic flair, bringing a unique, stylish line-up of merchandise to fashion lovers and trendsetters across the country.





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Added to the more than 200 enchanting merchandise items available across Shanghai Disney Resort in honor of its 5th Birthday, the new collection features stylish designs and unique 3D technology, as well as reflective and color-changing materials that will further illuminate guests' unforgettable visits during the resort's "Year of Magical Surprises." Much beloved across China with his string of impressive achievements, Jackson Yee has brought his personal style and trendsetting street fashion to the collection, creating a fashionable range that is sure to amaze guests.

The collection features a backpack, keychain, t-shirt, and bucket hat, each designed to elevate today's trends and encourage guests to show their own style and join in with the resort's celebration.



An enchanting element of the collection is the plush keychain, with reflective silver and dark red hues, complete with a hint of magic provided by color-changing materials



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Guests who love Mickey Mouse classics will adore the collection's backpack that brings iconic Mickey merchandise into the future with reflective materials that magically change colors in photos



The new bucket hat is a modern fashion must-have, specially designed with a silhouette of Mickey Mouse in intergalactic reflective material and dark patterns of some of Shanghai Disneyland's iconic landmarks subtly printed on the hat



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The street style smart black tee is brought to life with snappy accents in Jackson Yee's favorite color and features an eye-catching 3D Mickey Mouse in a deep, iconic red that sits proudly in the center of the shirt

The 5th Birthday Celebration Holographic Mickey Collection will be exclusively available for pre-order via the Shanghai Disney Resort Official WeChat Mini-program. Only 5555 units of the backpack and the bucket hat, and 5255 units of the T-shirt and the plush keychain will be made available for purchase, with items being sold on a first-come, first-served basis. Starting today, guests can log on to the mini-program and add their favorite products to the shopping cart, with each purchaser being limited to one item per design. The official pre-sale of the collection will begin on May 25 at 20:30 and end on May 27 at 23:59. Guests must enter a valid personal ID number and pay a deposit for their order, with allocations given out on a first-come, first-served basis. Guests using the same WeChat account, same Shanghai Disney Resort account, or same ID number will all be regarded as the same purchaser and will not be eligible to purchase multiple items of the same design.

Guests who have successfully paid their deposit will be able to make a reservation from May 28 at 12:00 through July 6 to attain a product QR code and select the date and time between June 7 and July 6 to pick up their products at Shanghai Disney Resort's World of Disney Store Marketplace. Each reservation can be modified twice and reservation changes must be made no later than 48 hours before 00:00 on the reserved pick-up date. At the product pick-up

location, guests will be asked to show the valid ID (original, copy or picture) registered at the time of purchase, as well as the product QR code before paying the balance and picking up their product(s).



Due to a limited number of units in the collection, guests cannot change their product's size after placing an order, and products cannot be exchanged unless they are defective. If the balance payment is not paid and the products are not picked up on the reservation day, the deposit is not refundable unless stipulated by law. Guests can visit the Shanghai Disney Resort Official WeChat account for more information.

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