

香港本地創作品牌 Chocolate Rain 由麥雅端 (Prudence Mak)於 2000 年創辦, Chocolate Rain 以想像力和初心,一點一滴創造一個又一個如夢境一樣美好的故事和展覽,鼓勵年輕人熱愛環境,釋放正能量和創造力,設計靈感源自孩童的夢想及奇妙的旅程,以獨一無二的設計和親手製作的藝術為最大特色。Chocolate Rain 的創作總監麥雅端(Prudence),生於斯,長於斯,其作品就是一個香港人的故事

2008 年, Prudence 獲得了 Design Smart 獎學金, 前往倫敦中央聖馬丁藝術學院攻讀碩士學位。Prudence 曾榮獲 2010 年十大傑出設計師獎, 並於 2012 年獲選為香港十大傑出青年, 並在 2013 年榮獲亞太經合組織 (APEC) 的青年女性創新者獎。她曾在 2005 至 2016 年間擔任香港設計師協會的執行委員, 2025 年 Prudence 獲任命為香港藝術中心的高級顧問。

2016 年, Chocolate Rain 獲得香港金書獎和香港出版雙年獎。2017 年, Chocolate Rain 獲得 GoodSeed 社企獎, 並創立了一個名為「香港童話」的社會企業項目。Chocolate Rain 與香港房屋協會 70 週年設計公共關係活動獲得了第四屆香港公共關係獎金獎。2019 年, 一個佔地 4000 平方英尺的 Chocolate Rain 森林主題展館和主題餐廳開業。

2020 年, 我們應香港政府邀請, 在重慶和成都舉辦巡迴展覽。我們還首次與日本動漫《蠟筆小新》合作舉辦展覽。2021 年舉辦多場藝術展覽, 個人畫展《FLOW》在香港視覺藝術中心, 油街舉辦個人畫展《Zone Out》。2023 年, Chocolate Rain 獲得了第四屆香港出版雙年獎。Chocolate Rain 的作品曾在全球展出, 包括大英博物館。2023 年, 在世界各地舉辦不同的展覽。、悉尼的個人畫展《CASA BLU》、意大利博洛尼亞兒童書展藝術展等。2024 年, 在香港和世界各地舉辦各種展覽, 包括倫敦品牌 IP 博覽會、紐約的《HK Meets America》展。

Chocolate Rain 在國際上展出並分銷, 包括 MoMA、泰特現代美術館和古根海姆博物館。Chocolate Rain 的設計系列和插圖曾受全球品牌項目合作, 如 Stella McCartney 的 Care 系列和施華洛世奇。2009 年, 「WHY THROW AWAY YOUR MEMORY」藝術展覽在時代廣場揭幕。2010-2015 年, 大英博物館與 Chocolate Rain 合作的系列在倫敦推出。Chocolate Rain 自 2003 年創立 DIY 工作坊, 強調創意與環保升級再造以分享 100% 手作藝術樂趣, 我們的旗艦店、崇光百貨、香港藝術館、倫敦 Craft Central、約克郡雕塑公園、倫敦 100% 設計展和 V & A 兒童博物館等均舉辦過這些工作坊。

獎項與展覽名單 2004-2025

2024-255

- 民政及青年事務局局长嘉許計劃
- 維多利亞港，深水埗海濱長廊計劃
- 維多利亞港，東區海濱長廊計劃
- 維多利亞港，觀塘海濱長廊計劃

2023

- 第四屆香港出版雙年獎，《讓傷疤變雲裳》
- 香港房屋協會 75 週年 - 「屋邨藝術」視覺藝術計劃
- 2023-2021 維多利亞港，灣仔發展計劃 1, 2, 3 期 - 灣仔海濱長廊

2018

- 第四屆香港公共關係獎- 金獎 [Chocolate Rain x 香港房屋協會：香港房屋協會 70 週年公關活動]

2017

- GoodSeed 企業獎
- 香港出版雙年獎

2016

- 香港金書獎
- 香港授權獎金獎

2015

- [最佳產業] 2015 D-Mark, 香港工業總會

2014

- 香港環保卓越計劃行業獎（店鋪及零售行業），香港生產力促進局
- 香港愛心企業

2013

- 傑出企業家獎, Capital CEO
- ECO Star 獎, Roadshow
- 全球設計獎, 時尚和玩具類別, HKDA
- 青年女性創新者獎 2013, 由亞太經合組織 (APEC)
- 香港愛心企業

2012

- 香港十大傑出青年, JCL 香港
- 銀獎, HKDA 全球設計獎, 時尚類別
- 香港最佳獎, HKDA 全球設計獎, 時尚類別
- 銅獎, HKDA 全球設計獎, 產品類別
- 香港愛心企業
- 智能禮品設計獎, 香港貿易發展局

2011

- 最具潛力企業獎, Capital CEO
- 亞洲授權獎
- 香港愛心企業獎
- 香港設計師協會獎, HKDA
- 大中華設計獎, 藝術與設計節

2009

- 大中華設計獎, 藝術與設計節
- 卓越領袖獎, Capital 雜誌香港
- 香港設計師協會獎, 優異獎, 書籍設計
- 倫敦藝術大學, 中央聖馬丁藝術與設計學院, 設計研究碩士學位, 優異, 英國

2008

- 40 UNDER 40 亞洲年輕設計師獎, 由 Perspective Magazine
- New Gen, 倫敦時裝週, 決賽入圍, 英國

2007

- 倫敦藝術大學作品集競賽, 季軍
- MOLESKINE 邀請旅行比賽, 十大設計獎

2006

- 傳播藝術卓越獎, Chocolate Rain 書籍《夢想》, 美國

2005

- 創新企業家獎, 由城市青年商會
- 香港設計師協會獎, 優異獎, HKDA

- Design Smart 年輕設計人才獎, HKDC

2004

- 香港崇光百貨年輕設計師獎, 由崇光百貨香港
- Live Wire 商業獎, 由殼牌有限公司

About Prudence & Chocolate Rain Jewelry & Design

Chocolate Rain, founded in 2000, is a distinctive local design brand inspired by childhood dreams and whimsical adventures in wonderland. Each piece is meticulously handcrafted, combining mixed media and unique artistic elements to create truly one-of-a-kind arts.

Prudence, the visionary founder and designer of Chocolate Rain, graduated in Fine Art. In 2008, she received the prestigious Design Smart scholarship to pursue an MA Degree in Design Studies at Central Saint Martins, London. Her outstanding contributions to the design world have been recognized with numerous accolades, including the 2010 Ten Outstanding Designers Award, the 2012 Hong Kong Ten Outstanding Young Persons Award, and the 2013 Young Women Innovator Award by APEC. Prudence served as an Executive Committee member of the Hong Kong Designers Association from 2004 to 2016. In 2025, Prudence was appointed as a Senior Advisor for the Hong Kong Arts Centre, further solidifying her influence and dedication to the arts and design community.

In 2016, the collaboration between Chocolate Rain and Denice Wai on a hand-painted family recipe won the Hong Kong Golden Book Awards and the Hong Kong Publishing Biennial Awards. The following year, Chocolate Rain received the GoodSeed Award and launched the social entrepreneurship project "Fairy Tales in Hong Kong." The 2018 Chocolate Rain x Hong Kong

Housing Society's 70th Anniversary Design Public Relations Campaign earned the Gold Award in the NGO/Non-Profit Organization/Social Enterprise Communication Category at the 4th Hong Kong Public Relations Awards. In 2019, Chocolate Rain opened a 4,000-square-foot Chocolate Rain Forest theme pavilion and theme restaurant.

In 2020, the Hong Kong government invited Chocolate Rain to hold roving exhibitions in Chongqing and Chengdu. The brand also collaborated with the Japanese anime Crayon Shin-chan for an exhibition. Numerous art exhibitions followed in 2021, including the Solo Painting exhibition "OUT OF THE BLU" and the Prudence Mak x Simpson Wong crossover art exhibition "Please Cherish Before You Regret." In 2022, a solo painting exhibition "Zone Out" was held on Oil Street. 2023 saw Chocolate Rain win the 4th Hong Kong Publishing Biennial Award. The brand's exhibitions have graced prestigious venues worldwide, including the Guggenheim Museum and the British Museum.

In 2023, Chocolate Rain held various global exhibitions, such the Solo Painting Exhibition "CASA BLU in Darlinghurst" in Australia, and the Bologna Children Book Fair Art Exhibition in Italy. The brand continues its international presence in 2024, with exhibitions at the London Brand Licensing Expo, the "HK Meets America" exhibition in New York.

Chocolate Rain's design collections and illustrations have been commissioned by global brands like Clinique, Luella, Stella McCartney's Care, and Swarovski. The "WHY THROW AWAY YOUR MEMORY" art exhibition debuted at Times Square in 2009, and the BRITISH MUSEUM X Chocolate Rain Collection launched in London in 2010. Since 2008, Fatina Dreams Ltd has spearheaded global licensing projects.

In 2003, Chocolate Rain introduced DIY workshops to share the joy of 100% handmade and loving the environment in upcycling workshop. These workshops have been hosted at various locations, including the flagship shop,

Sogo Club, Hong Kong Art Museum, London Craft Central, Yorkshire Sculpture Park, Design 100% in London, and the V&A Museum of Childhood. These workshops emphasize creativity, sustainability, and upcycling, making each creation as eco-friendly as it is unique.

****Award List 2003-2025****

****2025****

- Awardee of the Secretary for Home and Youth Affairs' (SHYA's) Commendation Scheme
SSP and Kwun Tong Waterfront Promenade Projects on Victoria Harbour (2023-2025)

****2023****

- The 4th Hong Kong Publishing Biennial Awards, Psychological Inspiration Category
- 《讓傷疤變雲裳》 Illustration by Prudence & Chocolate Rain, Text by 金鈴
- HKHS 75th Anniversary - "Art in Estates" Visual Arts Programme
- Wan Chai Victoria Harbour Development Phase 1 & 2 - Wan Chai Waterfront Promenade (2023-2021)

****2018****

- The 4th Hong Kong Public Relations Awards (2018)
- NGOs/NPOs/Social Enterprises Communications Category, Gold Award
- [Chocolate Rain x Hong Kong Housing Society: HKHS 70th Anniversary PR Campaign]

****2017****

- GoodSeed Award, Hong Kong, China
- Hong Kong Publishing Biennial Awards, Hong Kong, China

****2016****

- Hong Kong Golden Book Awards, Hong Kong, China
- Hong Kong Licensing GOLD Awards, Hong Kong, China

****2015****

- Best Property, 2015 D-Mark, Federation of Hong Kong Industries, Hong Kong, China
- Sectoral Award (Shops & Retailers Sector), Hong Kong Awards for Environmental Excellence (HKAEE), Hong Kong Productivity Council
- Hong Kong Caring Company, Hong Kong, China

****2013****

- Outstanding Entrepreneur Award, Capital CEO, Hong Kong, China
- ECO Star Awards, Roadshow, Hong Kong, China
- Global Design Award, Fashion & Toy Category, HKDA
- Young Women Innovator Award 2013 by APEC, Hong Kong, China
- Hong Kong Caring Company, Hong Kong, China

****2012****

- Hong Kong's Ten Outstanding Young Persons by JCL, Hong Kong, China
- Silver Award, HKDA Global Design Award, Fashion Category, Hong Kong, China
- HK BEST Award, HKDA Global Design Award, Fashion Category, Hong Kong, China
- Bronze Award, HKDA Global Design Award, Product Category, Hong Kong, China
- Hong Kong Caring Company, Hong Kong, China
- Smart Gift Design Award, Hong Kong Trade Development Council, Hong Kong, China

****2011****

- The Most Potential Enterprise Award, Capital CEO, Hong Kong, China

- Finalist, Asian Licensing Award, Hong Kong, China
- Caring Company Award, Hong Kong, China
- Hong Kong Designer Association Award, HKDA, Hong Kong, China
- Family-Friendly Employers Award, Hong Kong, China
- Greater China Design Award, Art & Design Festival, Hong Kong, China

****2009****

- Greater China Design Award, Art & Design Festival, Hong Kong, China
- Leader of Excellence, Capital Magazine, Hong Kong, China
- Hong Kong Designer Association Award, Merit, Book Design, Hong Kong, China
- U of The Arts London, Central St. Martins, Distinction in MA Design Studies, England

****2008****

- 40 UNDER 40 Asia Young Designer Award by Perspective Magazine, Hong Kong, China
- New Gen, London Fashion Week, Finalist, England
- Young Fashion Design Awards, Hong Kong Fashion Week, Finalist, Hong Kong, China

****2007****

- University of the Arts London Portfolio Competition, 2nd Runner-up, Hong Kong, China
- Top 10 Design Award by MOLESKINE INVITATION AU VOYAGE Competition, Hong Kong, China
- Communication Arts Award of Excellence, Chocolate Rain Book "Dreaming", USA

****2005****

- Innovative Entrepreneurs Award by City Junior Chamber, Hong Kong, China

- Hong Kong Designer Association Award, Merit, HKDA, Hong Kong, China
- Design Smart Young Design Talent Awards, by ITC, Hong Kong Government, Hong Kong, China

****2004****

- Hong Kong Sogo Young Designer Award, by SOGO, Hong Kong, China
- Live Wire Business Award by Shell Co. Ltd, Hong Kong, China
