HONG KONG'S LATEST DESIGN HOTEL THE MIRA MOON SET TO SHINE THIS AUTUMN

Defined by design, boutique hotel Mira Moon will open in the heart of Wan Chai with a Moon Festival inspired conceptual design and a playful penchant for the bespoke

Hong Kong, 2013 – "Miramar Group, a dynamic, Hong Kong-based, hospitality and retail group and owner of The Mira Hong Kong, will in Q4 2013 launch its second hotel brand in the city, with the opening of Mira Moon – Hong Kong's new hotel for the well-connected, well-heeled and design-savvy traveler" said Kenneth Sorensen, Head of Miramar Group's Hospitality Division. Inheriting The Mira's Design Hotels™ ethos, yet possessing its own cheeky attitude, every inch of Mira Moon and its 91 guest rooms is a nod to outlandish design, with liberal lashings of Mira Moon's bespoke interpretation of the mythical Chinese Moon Goddess and the Jade Rabbit.

This fashion-forward hotel is the result of a preeminent creative partnership between international designer Marcel Wanders – dubbed "the Lady Gaga of the design world" by the New York Times – and inspired international property design company, yoo. Together Wanders & yoo have injected an abundance of color, texture and style into the hotel.

The Hotel

Mira Moon is the first boutique *story hotel* within the Mira brand portfolio. True to its Design Hotels™ status, Mira Moon's bold style is a reflection of the hotel's ethos of design, decor and service, all realized with a fashion-forward attitude. Throughout the hotel, the sophisticated yet playful scent of violet perfume permeates; staff rock Mira Moon's bespoke chinoiserie fashion collection by designer Grace Choi and hairdos courtesy of a dedicated Staff Stylist. Hong Kong's DJ Helen Ting, with her signature blend of Deep, Funky, Afro

and Soulful House, takes her rightful place behind the hotel's decks. Over at the design-led Bar & Restaurant Super Giant, Chefs conjure Chinese-Spanish tapas while themed cocktails are sipped in the alfresco courtyard. Floor-to-ceiling views across Hong Kong harbor, a fully-equipped 24-hour gym with exclusive usage times for men and women, and spacious bathrooms with bathtub city views complete the hotel checklist.

Design

Many moons ago, a story was told of a beautiful goddess whose forbidden sip of the elixir of life lifted her from earth and conveyed her to the moon. Trapped for eternity among the stars, she would forever await the man she loved, in the company of a lone Jade Rabbit. In a contemporary twist, Mira Moon's playful revision of the tale instead sees the goddess rise elatedly to the moon, seeking out her enchanted Moon Journey. It is from here, from this reinterpretation, that the hotel's own Moon Journey began.

To translate this extraordinary tale into an interior design concept, Wanders & yoo lead Creative Director Marcel Wanders – the designer behind some of the world's most eclectic interior and product designs – was enlisted by Miramar Group. Named by Wallpaper* as one of the leading designers of the last 15 years, Marcel's star first rose in 1996 with the design of the iconic Knotted Chair. Since then, Wanders' sense of theatricality and a remarkable use of space, textures and visitor experience have garnered international acclaim. To create Mira Moon, Wanders began a preeminent creative partnership with innovative property design leaders, yoo Studio, and the Moon Festival concept was born. The poetic Moon Festival fairy-tale is echoed in every aspect of the hotel, with the Jade Rabbit's discreet presence tangible on each floor.

Commenting on the concept, Wanders said: "I'm an unabashed romantic and the Moon Festival is such a wonderful story". The hotel is the animation of a much-loved myth, injected with Wanders' signature 'twinkle' – a subtle humor and vibrant sense of life – in a space where his own branded playful

furnishings seamlessly intertwine with Chinese artifacts and traditionally crafted ceramics, carved timber and cut crystal. The hotel's color scheme is a bold surge of lacquered whites and rich China reds, whilst the symbol of the peony is ever-present, embodied in ornately-carved wood paneling, vivid tiled mosaics and sheer curtains that tint the skyscrapers of the city beyond.

Location

Wan Chai is the birthplace of Mira Moon. A tantalizing juxtaposition of old and new, this former red light district cum Chinese working class residence now teems with an artistic new crowd frequenting reclaimed heritage buildings, contemporary art galleries, revitalised restaurants and fashionable furnishing stores. Located in the heart of this gentrified 'village', which straddles Hong Kong's Central district and the shopping haven of Causeway Bay, Mira Moon boasts close proximity to Star Street – the latest artistic dining and lifestyle precinct – the Hong Kong Arts Centre, Academy of Performing Arts and the Hong Kong Convention and Exhibition Centre.

***Moon Journey* Services**

With emerging market trends and Mira Moon's customer needs in mind, the hotel enlists its signature fashionable swing to create the *Boutique on the Moon* concept. This concept invites guests to purchase the hotel's distinctive style for their own homes and wardrobes – whether it be pieces of Mira Moon furniture by international designers, locally-designed accessories, or the Mira Moon bespoke fashion collection – all of which are stylishly displayed in selected guest closets and rooms. In addition to this new in-room Boutique, rooms also offer bespoke His and Hers bathroom amenity collections; an in-room cocktail recipe sitting alongside a customized Grey Goose *Cocktail Chest*; an exclusive Ladies' Floor offering tailored women's services; and even a Conference Delegate Concierge Service on this eclectic Moon Menu.

Introductory Offer

Be fashionably early, and book now to enjoy up to 20% off Mira Moon's Best Available Rates. Offer valid until 31 December 2013. Terms & conditions apply. Visit www.miramoonhotel.com for details.

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About Mira Moon

Mira Moon, conceived under the creative direction of Wanders & yoo, is the latest boutique design hotel within the Mira brand portfolio located in the heart of metropolitan Wan Chai. A unique 91-room hotel and member property of Design Hotels™, it presents a playful reinterpretation of Chinese tradition in contemporary Hong Kong. Modern tech-friendly features, including 32-46" HD IPTV, iPad mini and free Wi-Fi, provide a creative environment and bring about a relaxing atmosphere with highly personalized details enhanced with complimentary minibar. Harbor-side statuesque destination, Mira Moon boasts three room types and a charming penthouse suite perfect for entertaining, a 24h gym and innovative bar and restaurant Super Giant.

About Miramar Group

Based in Hong Kong, Miramar Hotel and Investment Company, Limited (Miramar Group) was established in 1957 and has been listed on the Hong Kong Stock Exchange since 1970 (HKEx Stock Code: 71). Miramar Group is a member of Henderson Land Group, with a diversified business portfolio covering hotels and serviced apartments, property investment, food & beverage, travel services and retail business in Hong Kong, mainland China and the United States.

About Wanders & yoo

Marcel Wanders is a product and interior designer. In 2008 Wanders formed a partnership with the yoo Group to form Wanders & yoo. yoo is a world leading design company founded by the world's most celebrated designer, Philippe Starck, and international property entrepreneur John Hitchcox. yoo's experience spans 55 different projects in 27 countries, throughout Asia, Africa, Australia, Europe, North and South America and the Middle East.

For additional information and media enquiries, please contact:

Cohn & Wolfe-impactasia

T: +852 3665 1000

Amber Aldred amber.aldred@cohnwolfe.com

Carbo Yu carbo.yu@cohnwolfe.com

FACT SHEET

Guest Rooms:	91	
Rack Rates:	*Room type*	*Rack Rate (per room, per night)*
	Half Moon	HKD 4,000
	New Moon	HKD 5,500
	Full Moon	HKD 6,000
	Moonshine	HKD 45,000
	All rates are subject to 10% service charge.	
Address:	388 Jaffe Road, Wan Chai, Hong Kong	
Tel:	+852 2643 8888	
Reservations:	+852 2315 5128	
Email:	reservations@miramoonhotel.com	
Web:	www.miramoonhotel.com	
Nearest MTR:	Wan Chai	
Owner:	Miramar Group	
Designer:	Wanders & yoo	
General Manager:	Henry Maillet	
Super Giant Opening hours:	*Breakfast*	
	Monday to Friday	06:00 – 10:30
	Saturday & Sunday	06:00 – 11:30
	Lunch	
	Monday to Sunday	12:00 – 15:00
	Afternoon Tea	
	Monday to Sunday	15:00 – 18:00
	Dinner	
	Monday to Sunday	18:00 – 01:00 (23:00 last food orders)
Credit Cards:	All major cards	
Disabled Access:	Yes	
Children:	No	