

Platinum Selling Pop Artist Katy Perry to Perform at the Grand Opening of Chic New Lifestyle Hotel 'The Mira Hong Kong' - September 17

(Hong Kong, August 26, 2009) – The Mira Hong Kong, chic new lifestyle hotel in the heart of Tsimshatsui, is celebrating its official “Grand Opening” on September 17 with a live performance by award-winning American pop icon Katy Perry.

The Grand Opening Party, which promises to be one of the events of the year in the busy Hong Kong social calendar, has been conceptualised by celebrity event designer Colin Cowie, who is famed for extravaganzas from Elton John’s AIDS Foundation Oscar party to the star-studded launch of Sol Kerzner’s Atlantis the Palm in Dubai. Cowie also oversaw much of the design concept for the hotel’s über chic contemporary interiors and is the mastermind behind Weddings at The Mira Hong Kong.

Dirk Dalichau, General Manager of The Mira Hong Kong, said: “At The Mira Hong Kong, we excited about introducing a fresh, upscale hospitality concept designed for those who appreciate tasteful and stylish interiors, personalised intuitive service and who are design-driven and technology savvy.”

The Mira Hong Kong will be unveiling all of its fabulous new restaurants and bars, as well as revealing its stunning state of the art penthouse ballroom and 3/F function rooms.

The hotel will be showcasing the best in upscale European dining by award-winning Chef Justin Quek at his new restaurant *WHISK* as well as modern Cantonese at *Cuisine Cuisine at The Mira*, the second branch of the celebrated contemporary Chinese restaurant, which has become one of the most successful eateries in Hong Kong’s landmark International Finance Centre (ifc).

Joining the restaurants will be a stunning fifth floor rooftop garden lounge. A super lush al fresco venue, it is perfect for unwinding in style and exclusivity, complete with visiting DJs to accompany the chic environs.

These new outlets compliment The Mira Hong Kong’s Japanese-infused international all day buffet restaurant *Yamm*, coffee and chocolate lounge *COCO* and lobby lounge bar *Room One*.

The Mira Hong Kong will also boast a 14,000 square-foot (1,318 square-metre) events space, including eight flexible function rooms and a spectacular ballroom featuring 25,000 lighting combination LED lighting, state-of-the-art audio-visual equipment and unique table settings designed by Colin Cowie.

The new 492-room address on Nathan Road is styled for “today’s fast-living urban travelers.” Featuring cutting-edge contemporary design it is heralded as one of Hong Kong’s most “upscale and technologically advanced” hotels.

The Mira Hong Kong’s stylish guest rooms offer a choice of red, green or silver colour schemes. All the rooms are stylishly furnished with handpicked designer fabrics and include an “Egg Chair” by Arne Jacobsen to match each colour scheme, and a rain shower which comes as standard in every deluxe marble bathroom.

The Mira Hong Kong Suites reflect the hotel’s passion for style and pared-down luxe, with The Grand Mira Suite, The Platinum Suite and six other specialty suites, plus the signature Mira Suite 70, 80 and 100, comprising 56 suites in total. The hotel’s uniquely themed guestrooms will appeal to travellers seeking customised, bespoke accommodation with a personalised service touch.

The latest in-room technology, used throughout the hotel, incorporates 40-inch LCD TVs, 500GB Sony PC/Entertainment Centres, Bose in-room soundscapes, complimentary high-speed WiFi and wired internet, and a unique “My Mobile” Nokia phone service, which allows guests to be contacted, and to stay in touch, wherever they go in the city. As an extension of this, the “My Mira” service allows for personalised concierge services at the touch of a button.

The Mira Hong Kong will also be opening The Mira Club, which provides premium and exclusive accommodation to guests in the stylish purple themed Club rooms and suites. Members of The Mira Club will also have access to the Club lounge which offers the perfect place for business meetings and guests can enjoy concierge services, private check-in, complimentary breakfast, all day and night nibbles and drinks plus much more.

The hotel’s stunning design was a collaborative effort by an international team including world-renowned lifestyle guru Colin Cowie who has designed Oprah Winfrey’s Legends Ball and John Travolta’s 50th birthday celebration to name a few, as well as Miami-based Charles Allem of CAD International, Inc. who’s work has included cutting-edge hotels and residences in Bel Air, Palm Beach and Las Vegas.

Colin and Charles worked alongside Hong Kong architects Edmond Wong of designcorp (world renowned for their state-of-the-art expertise on outdoor centres, town planning and entertainment areas), Andrew Choy of Atelier C+ (specialists in stylish store and residential interiors) and British landscape architect Adrian Norman of Adrian L. Norman Ltd (specialists in al fresco urban planning at chic global locations).

About The Mira Hong Kong

“Mira” signifies a giant, red star in the constellation of Cetus. It means “foresight” in Spanish and “perfection, peaceful and prosperous” in Latin. With such a directional name, it is anticipated that The Mira Hong Kong will soar, prosper and shine.

Centrally located on Nathan Road in Tsimshatsui, The Mira Hong Kong is situated in the heart of Hong Kong's commercial, shopping, dining and entertainment district. Located close to the local Mass Transit Railway (MTR), railway stations and the Star Ferry, the hotel connects easily to all parts of Hong Kong. Adjacent to The Mira Hong Kong are a retail promenade of branded boutiques, large-scale shopping malls, bargain outlets and upscale eateries.

The MiraSpa, to be opened in November, will be a 21st century new spa concept managed by the hotel. Complemented by the indoor infinity-edge pool and fitness centre, the spa will encompass 18,000 square-feet of total fitness, beauty and wellness.

www.themirahotel.com

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Katy Perry

When Katy Perry was a fourth grader, her teacher asked the class to make a “vision board” - a collage of images cut out from magazines that represents the dreams and aspirations you hope to manifest in life. The year was 1993 and Selena had just won a Grammy Award, so nine-year-old Katy chose a photo of the young Latin pop singer holding her golden statuette. Fifteen years later, Perry has been nominated for her first Grammy Award in the “Best Female Pop Vocal Performance” category for her ubiquitous No. 1 single, *I Kissed a Girl*, from her platinum Top 10 album *One of the Boys*, and has been chosen as this year's My GRAMMY® Moment artist. Current sales check in at over 2 million albums and more than 13 million tracks, singles and mobile product globally.

Perry's willful determination, not to mention her songwriting and vocal talent and larger-than-life charisma, have led to an astonishing year for the saucer-eyed, raven-haired pop starlet, who, with her cheeky sense of humor and sexy pin-up girl style, was “the breakthrough star of 2008” as *Blender* magazine put it in the issue that featured Perry on the cover.

Shortly after being anointed by the Queen of Pop, Perry released her debut single *I Kissed A Girl* – a provocative ode to the beauty of women that ruled radio over the summer of 2008, becoming an all-format hit and shooting to No. 1 on the Billboard Hot 100 where it stayed put for seven straight weeks and tied The Beatles' Capitol Records record for weeks at No. 1. The video was nominated for five MTV Video Music Awards, including a nod for Perry for “Best New Artist” and became the No. 1 most viewed music video of 2008 on MySpace. A No. 1 airplay smash in 22 countries and the 2009 People's Choice award winner for “Favorite Pop Song,” *I Kissed A Girl* has sold more than six million tracks worldwide.

Issued by Grebstad Hicks Communications on behalf of The Mira Hong Kong

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Katy Perry



The Mira Hong Kong