

## Press Release

For Immediate Release

### **The Mira Hong Kong Announces Association with Cutting-Edge Global Collective DESIGN HOTELS™**

**1 September 2010, Hong Kong:** Reinforcing its position as Hong Kong's hottest new hotel, The Mira Hong Kong today announced its membership of Berlin-based cutting-edge collective, Design Hotels™. The Mira Hong Kong is the first Hong Kong property to join the 199-hotel global Design Hotels™ network.

“Our association with Design Hotels™ strengthens The Mira Hong Kong’s positioning as a discreet designer haven situated in one of the world’s thriving, vibrant metropolises,” said Martin Chung, General Manager of The Mira Hong Kong. “Being a member of Design Hotels™ reflects the passion and commitment we have put into not just our hip interiors, award-winning restaurants and spa, but into the personalised service that creates an unforgettable experience for all of our guests. We are proud to be the first Hong Kong property to have made the grade for this curated collection of global hotels, which all share a distinct design direction and positioning.”

Among the elements that set The Mira Hong Kong apart as a candidate for Design Hotels™ membership was the visionary stance of owner, hotelier and “Original,” Miramar Group Managing Director Martin Lee. Features of the hotel that bear witness to his vision include the green, red, silver and purple colour schemes of the hotel’s 436 guest rooms and 56 suites created by Colin Cowie®, and the chic, one-of-a-kind, interiors of its eight 5/F specialty suites, conceived by renowned Miami-based interior designer Charles Allem.

“The Mira Hong Kong embodies our core idea of an innovative, unique and detail conscious property, showcasing distinctive design in combination with great hospitality,” said Claus Sendlinger, Founder and CEO, Design Hotels™. “We are looking forward to a fruitful and lasting cooperation and to having The Mira as our first brand ambassador in Hong Kong.”

The association with Design Hotels™ not only adds to the design-led prestige of The Mira Hong Kong and its unique service offering, but also presents hotel guests with a series of outstanding benefits, including tailor-made offers and additional specialty packages.

#### **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.

MiraSpa is an award-winning 21st century metropolitan spa combining contemporary design with stylish, warming touches that delivers a sense of wellbeing and subtle stimulation. Treatments incorporate innovative technology to yield maximum results, via exclusive product ranges.

All 18,000 square-feet of MiraSpa encapsulate rejuvenating spa, beauty and hair services. Complete with a state-of-the-art fitness centre and 25-metre infinity-edge pool, a wet zone with sauna, steam, whirlpool, experience showers, waterbed lounge and nine spacious treatment rooms including two VIP Couples' Spa Suites.

*The Mira Hong Kong is a member of HIP Hotels, Tablet Hotels, Kiwi Collection, Minimo Hotels and The Chic Collection.*

[www.themirahotel.com](http://www.themirahotel.com)

### **ABOUT DESIGN HOTELS™**

Design Hotels™ represents and markets a curated selection of more than 190 independent hotels in over 40 countries across the globe.

More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an "Original," someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge, from feasibility studies and conceptual branding to market trend consultancy and international sales representation. The company has its headquarters in Berlin and branches in London, Barcelona, New York, Singapore, Bali, Tokyo and Perth.

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The Colin Cowie® -designed fin wall feature in The Mira Hong Kong lobby