

Press Release

For Immediate Release

“Unforgettable Suites” Launch Event *Experience the memorable specialty suites*

(17 October 2011, Hong Kong) – The Mira Hong Kong’s fifth floor opens its door to infinite possibilities limited by your creativity only. The fashionable essence of the vibrant and urbane designer hotel, miravelous specialty suites become unforgettable venues for the events pivotal to its elite clientele’s lives and success stories. On 18 October 2011, the discerning uniqueness of contemporary interiors, fashioned to the smallest detail by Charles Allem himself, was showcased as an exemplary collection of ultimate luxury settings for the most chic gatherings.

Decorated in unique themes, be it for the unforgettable wedding solemnization; a truly, more-than-personalized birthday or anniversary party; or a shining product launch, The Mira Hong Kong’s specialty suites become a live display of the array of possibilities for re-inventing your special moments where the backdrop becomes an experience of its own. With carefully selected materials, ranging from embossed leathers, lavish damasks to ebony-stained woods, intuitive ambient lighting, cutting-edge technology solutions, and exceptional positioning of furnishings throughout the spacious rooms, each and every suite is deemed to be a spectacular, sophisticated entertaining space for a purpose of your choice.

Choice of Suites as a Choice of Treats

Beautiful Encounter

Unforgettable wedding celebration can be solemn and very private at the same time. Witness a modern couple exchanging vows and lifting the bridal veil at **The Grand Mira Suite**, a 182sqm terrace garden suite that boasts design-led interiors accented in a chic purple and silver colour scheme, and be a part of this truly intimate moment. Sleek leisure space featuring a spacious dining room with an uplift fin wall, a spacious kitchenette together with a bar and party lounge, define this elegant choice for a genuinely personalized wedding reception or cocktail. Cutting-edge in-room technology will satisfy the fanciest audio-visual desires by creating a memorable experience that you and your loved ones will cherish forever.

Stylish Private Party

Step into the **Mira Suite Eight**, the 83sqm suite featuring its own terrace with outdoor furniture, perfect for social gathering and mingle, where one of a kind, private birthday party – in just the way you would want it – is hosted. Music, balloons, flowers and champagne are waiting in this cutting-edge, design-led interiors accented in an opulent purple and silver colour scheme. Warm accents meld with luxury finishes in these sleek entertaining spaces composed of an ante room, a bar and a spacious lounge, where cocktails and nibbles are served. Through intuitive, ambient lighting, intelligent room controls and high-end audio system that plays your personal playlist gain the ultimate control over setting the tone of the party. Once the guests are gone, spacious *jacuzzi spa bath* offers rewarding setting for after-party relaxation and pampering.

In the Limelight

Creativity re-invented at the **Platinum Suite** will make your products shine. Become a part of the exclusive product launch event in this 114sqm city view terrace suite with floor-to-ceiling windows and featuring access to its own garden with planted bamboo, decking, and an *outdoor jacuzzi* for multiple

guests. Chic interiors marked by purple and silver colour touches with luxurious detailing and dark wood accents make the product stand out without a spotlight. Sleek spaces including a glamorous lounge with glass mosaic wall and bar adjacent to an entertaining area with pantry define a new concept of perfect setting for a successful event. Observe executives taking advantage of the intelligent room controls and state-of-the-art, in-room technology to maximize exposure at the prestigious launch of a brand new product.

Every suite, remarkably unique, serves to create a lasting memory.

[images enclosed]

– ends –

About The Mira Hong Kong

The Mira Hong Kong is a smoke-free hotel with a total of 492 guest rooms, including 56 suites and specialty suites, that is centrally located in Tsimshatsui, the heart of Hong Kong's commercial, shopping, dining and entertainment district. A close walk to the local underground, railway stations and the Star Ferry, the hotel connects easily to all parts of Hong Kong. Adjacent to the hotel are shopping malls, boutiques and eateries as well as the famous Kowloon Park.



Only a part of The Grand Mira Suite...

For media enquiries or images, please contact:

Nicole Ko

Director of Communications | The Mira Hong Kong
Tel +852 2368 1111 | Tel +852 2315 5329 (direct) | Fax +852 2369 0972
nicole.ko@themirahotel.com

Jakub Lewandowski

Assistant Public Relations Manager | The Mira Hong Kong
Tel +852 2368 1111 | Tel +852 2315 5181 (direct) | Fax +852 2369 0972
jakub@themirahotel.com

Elizabeth Yau

Public Relations Officer | The Mira Hong Kong

Tel +852 2368 1111 | Tel +852 2315 5142 (direct) | Fax +852 2369 0972

elizabeth.yau@themirahotel.com