



Hong Kong's Mira Moon Hotel Opens With An Introductory Offer And A Pleasure Hunt Of Services For Guests

Now open, Mira Moon announces up to 20% off introductory offer and a collection of *Moon Services* to delight the well-connected, well-heeled and design-savvy traveler.

Hong Kong, 27 November 2013 – Opened on November 1 2013, reservations are now open at Mira Moon with a special introductory rate starting from only HK \$2,080 per room per night (excluding service charge). Offering 20% off the hotel's Best Available Rates, the rate includes access to Mira Moon's creative *Moon Services*. From exclusive ladies' and gentlemen's floors and bespoke Cocktail Chests by Grey Goose, to guestroom closet boutiques and pre-loaded apps on in-room iPad mini's, Mira Moon's *Moon Services* have been created with customer needs and emerging market trends in mind.

Guestroom *Moon Services*

Mira Moon's journey of *Moon Services* begins in guestrooms with "shake your own" Cocktail Chests, *His and Hers* bathroom amenities and the *Boutique on the Moon* concept. *Boutique on the Moon* 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 chinoiserie fashion collection by Hong Kong designer Grace Choi – all of which are stylishly displayed in selected guest closets and rooms. Beyond the wardrobe and upon entering the rooms' spacious bathrooms, Mira Moon has created a selection of *His and Hers* bespoke toiletries with gender-centric fragrances and packaging. For *Her*, rich China red packaging houses moisturizing lotions and potions with a tantalizing violet scent – a floral domination enriched with woody and musky accords to add depth and warmth. For *Him*, slick black bottles encapsulate the masculine; introducing a modern take on the classic tabak fragrance with fresh notes of fougère and citrus complementing the tobacco base.

During their stay, guests are invited to enjoy the complimentary mini bar and in-room Cocktail Chest, a bespoke design collaboration between Mira Moon and Grey Goose. The exterior of the specially designed petite chest is designed to echo the Hotel's Asian heritage, using traditional hardwood and decorated with brass hinges, lock plates and lock pins. When opened, the chest's lining is the color of Grey Goose's signature bright blue hue and inside a cocktail shaker with two Grey Goose-branded martini glasses are revealed, flanked on either side by miniature bottles of Grey Goose. Hotel guests



are invited to make use of a seasonal in-room cocktail recipe to shake their own concoctions, blending Grey Goose vodka with a selection of traditional Hong Kong non-alcoholic drinks from the complimentary minibar such as Arizona Green Tea and Vitasoy Soya Bean Milk. The minibar also features a selection of traditional Chinese sweets including the ultimate favorite, Dragon Beard Candy, a handmade cocoon of spun sugar whose threaded texture melts in the mouth to reveal a chewy layer and crunchy center.

Ladies' & Gentlemen's Floors

Mira Moon's exclusive Ladies' and Gentlemen's Floors feature a selection of gender-specific *Moon Services* specifically designed to meet the needs of female and male guests respectively. Offered on a complimentary basis, services include:

Ladies' Floors

- Welcome drink of violet lemonade upon arrival
- A Welcome Package including Two Girls' mini face cream, hand cream, Florida water and talcum powder
- A *Moon Missy* Pamper Hamper including fashion tape, black leggings, nail care set and a selection of personal hygiene products
- In-room curling iron and hair straighteners, yoga mat, facial steamer, scales and wooden lacquered jewelry box
- Afternoon Tea for two at Mira Moon's Bar & Restaurant - Super Giant
- Lavender Milk Bath Experience with fresh flower petals
- In-room iPad mini with pre-loaded apps for yoga, Pilates and stretching as well as sleep and relaxation
- Exclusive ladies' only time in the hotel gym
- Discounted upgrade to Moonshine Suite for private parties

Additional optional services (charges apply) include:

- In-room manicure and pedicure services by Loveurnail
- In-room Hair Service by leading Stylist
- Shopping Consultancy Service
- Preferential treatment at Spa L'Occitane when booked through hotel Concierge
- Bath Menu Programs:



- *Rejuvenation Effect* – As guests luxuriate in a lavender scented milk bath they will unwind with relaxing music, a fruit platter of fresh berries and a signature mocktail
- *Sensuous Escape* – A glass of Champagne and sensual jazzy tunes set the scene amid a rose scented milk bath replete with fresh rose petals
- *Playful Voyage* – Upbeat melodies, a blue chamomile bubble bath, a signature mocktail and a violet flower lollipop take guests on a voyage of youthful indulgence

Gentlemen's Floor

- Welcome drink of ginger lemonade upon arrival
- A *Moon Mister* Hero Hamper including Gentlemen's Tonic shaving set, tie clip and stylish cufflinks fashioned from the same mosaic tiles as used in Mira Moon's intricate mosaic walls
- Lavender Milk Bath Experience with fresh flower petals
- In-room iPad mini with pre-loaded apps including men's magazines, business publications, news programs and games and lifestyle apps
- Exclusive men's only time in the hotel gym

Additional optional services (charges apply) include:

- Gentlemen's Tonic shave and brush set
- In-room manicure and pedicure services
- In-room Hair Service by leading Stylist
- Shopping Consultancy Service
- Preferential treatment at Spa L'Occitane when booked through hotel Concierge

Introductory Offer

Book now and enjoy up to 20% off Mira Moon's Best Available Rates. Offer includes:

- Complimentary Wi-Fi Broadband
- His and Hers bathroom amenity collection
- Free mini bar with Grey Goose Cocktail Chest
- Complimentary in-room Nespresso coffee
- Complimentary access to 24h gym with exclusive usage times for men and women

Offer valid until 31 January 2014. Terms & conditions apply. For more information or to make a reservation, please telephone +852 2315 5618 or visit www.miramoonhotel.com.



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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 and beverage and travel services in Hong Kong and major cities in China.

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.

High res images are also available at the following FTP link:

[ftp.impactasia.sys.hk/](ftp:impactasia.sys.hk/)

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