

Press Release

For Immediate Release

Air of Allure Bridal Fair 2014 at The Mira Hong Kong Adding Effervescent Touch to Vibrantly Colorful Wedding Celebrations

18 July 2014, Hong Kong: Following the recent launch of the latest concept of utterly stylish and ephemeral *Air of Allure* wedding setup, The Mira Hong Kong, joins forces with nearly twenty merchants for a celebrity-studded *Air of Allure Bridal Fair 2014*, to take place on Sunday, July 27th, at the penthouse Ballroom designed by the celebrity wedding planner and lifestyle guru, Colin Cowie.

Organised for the wedding prospects yearning for the most fashionable celebration of love, *Air of Allure Bridal Fair 2014* is a showcase of the latest trends, from grooming directions to fashion, jewelry, photography, floral arrangements and all matters revolving around *the day*.

Among the special guests invited for the afternoon are charming celebrity MC, **Ricky Fan**, former "Miss Hong Kong" title holder **Jennifer Shum**, as well as the star twins of the pop-rock band **Soler, Julio and Dino Acconci**, that will make an exclusive appearance during the catwalk show adding their inborn glam to the special occasion.

Date: 27 July, 2014 (Sunday)

Time: 1 pm – 7 pm

Venue: The Ballroom, 18/F, The Mira Hong Kong, 118 Nathan Road, Tsimshatsui

Event Highlights:

- Bridal & kids catwalk cross over hip hop dance, with live performance by Soler and special appearance of little star Damiano Acconci
- Lucky draw with grand prize from The Mira Hong Kong valued at HK\$55,555 (One night stay at the Grand Mira Suite with buffet breakfast for 2 persons inclusive of one-hour massage treatment at MiraSpa)
- Showcase of bridal fashion, jewelry, make-up demos and wedding photography with nearly twenty partner merchants including: *MODE Limited, M.K. Lam & Co, Eternite Limited*, as well as *MiraSpa* with Nail Lounge Bridal Showers ideas and *Miramar Travel* with honeymoon packages;
- Special Gift of *The Mira Wedding Clutch* for every bride-to-be, an enviable fashion accessory hiding *Air of Allure* wedding concept teaser information

For wedding bookings confirmed during the *Air of Allure Bridal Fair*, The Mira Hong Kong promises a host of **exclusive benefits** coinciding with its fifth anniversary celebrations under the catchy slogan "Five More Reasons to Marry", that will include:

- Civil celebrant service on your wedding night (valued at HK\$6,000)
- Upgrade with free flow of house red & white wines throughout the meal (valued from HK\$770 per table)

- Pre-wedding photo shoot at the presidential and most fashionable of all Specialty Suites, Grand Mira Suite
- Breathtaking *Air of Allure* wedding setup matched with one of signature color themes by Colin Cowie®
- Additional one night accommodation for the newlyweds
- Tailor-made *Air of Allure* Exclusive Dinner Menu
- Exclusively for bookings confirmed on the day of the Bridal Fair, HK\$2,014 value to be redeemed against banquet enhancements, such as floral decoration, chocolate fountain, canapés and more.

Terms & Conditions Apply.

“We are excited to showcase the latest collection of *Air of Allure* wedding setups, which took months of creative process and design, at an event that brings together some of the market leaders in the wedding service industry as well as a myriad of stars adding glamorous touch to this lifestyle happening. The Mira Hong Kong celebrates its 5th Anniversary this year and by September 2014 it will have organised over 1,000 wedding banquets held at our designer venues since the hotel grand opening in 2009,” said Gerhard Aicher, General Manager of The Mira Hong Kong. “Amongst our multi-brand collection of design-minded city hotels fulfilling business and leisure yearnings for unique and stylish accommodation, The Mira Hong Kong truly stands out as the stunning wedding destination, setting the new trends and successfully competing with the other five star luxury hotels in the city.”

Entry to the event is free of charge upon RSVP at +852 2315 5688 or catering.event@themirahotel.com
<http://www.themirahotel.com/air-of-allure-bridal-fair/>

About The Mira Hong Kong

The Mira Hong Kong is a smoke-free, design hotel with 492 boldly accented guest rooms, including a collection of 56 suites and specialty suites. Centrally located in Tsimshatsui, the heart of Hong Kong’s commercial, shopping, dining and entertainment district, the hotel easily connects guests to all parts of the vibrant metropolis being just a short walk away from MTR stations and the Star Ferry.

Overlooking the dynamic urban setting and Kowloon Park below, the stylish, pillar-less, penthouse Ballroom features contemporary design with 18 hand-cut crystal chandeliers and vibrant undulating fin wall. Enhanced by state-of-the-art AV and lighting systems, the sleek and flexible 10,000 sq ft space boasting 25,000 lighting combinations and spectacular views, is a stunning setting that has seen some of the most extravagant events in the city. Six signature colour themes designed for The Mira Hong Kong by Colin Cowie, lifestyle guru, celebrity party planner and interior design force behind The Mira’s fashionable makeover, span from Ravishing Ruby, through Silver Chic, Emerald Dream, Sophisticated Sapphire, Golden Glamour and Pristine Pearl, to match the mood of every special occasion.

The Mira Hong Kong is a member of Design Hotels™, HIP Hotels, Tablet Hotels and Kiwi Collection.
www.themirahotel.com



Ricky Fan (left) as the MC of the Air of Allure Bridal Fair will announce special appearance of star twins Julio and Dino Acconci of the pop-rock band Soler (middle). Among celebrity guests invited to add glam to the occasion will be the former “Miss Hong Kong” Jennifer Shum (right).



Newly launched Air of Allure wedding setups inspired with effervescent nature of butterflies and their habitats can be composed with the colorful concepts signature of Colin Cowie



Designed by the wedding planning mastermind from U.S., Colin Cowie, The Ballroom of The Mira Hong Kong is a flexible event space situated at the design hotel's penthouse floor that will have hosted over 1,000 wedding celebrations by September 2014

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Hi-res images available for download: <http://we.tl/Klkj42WrRT>

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