

news release

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MANDARIN ORIENTAL ANNOUNCES NEW CELEBRITY FAN FOR GLOBAL BRAND ADVERTISING CAMPAIGN

Italian mezzo-soprano opera singer and recitalist Cecilia Bartoli, welcomed as newest celebrity fan for Mandarin Oriental's award-winning global campaign

Hong Kong, 7 May 2013 -- [Mandarin Oriental's](#) USD multi-million global advertising campaign "[He's a Fan/She's a Fan](#)", continues to gather 'fans' from around the world. The latest addition is the internationally-renowned Italian mezzo-soprano singer and recitalist, Cecilia Bartoli.

Well-known portrait photographer Mary McCartney, photographs each celebrity in a location of their choice which, for them, best represents a feeling of well-being. Bartoli chose to be photographed in Barcelona which is one of her favourite cities. Renowned for her versatility and vivacious on-stage persona, this Grammy-award winning performer is particularly fond of Mandarin Oriental, Barcelona.

Bartoli is the daughter of two professional opera singers and has spent much of her time recording baroque and early classical era music. This multi-talented performer has made over 41 CDs to date, and is most renowned for her interpretations of Mozart and Rossini.

In addition to her performing career, Bartoli is currently Artistic Director of the renowned Salzburg Whitsun Festival, and is the first female singer to hold this position.

"The award-winning campaign continues to make a strong statement about the Group in a simple and luxurious manner, and we are delighted to welcome Cecilia Bartoli as our newest ambassador," said Jill Kluge, Mandarin Oriental Hotel Group's Director of Brand Communications. "By focusing on celebrities who clearly appreciate the finer things in life, we have been able to show the quality of our hotels in a far more interesting way than traditional hotel advertising," she added.



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The campaign is designed to raise Mandarin Oriental's brand awareness globally in print and on-line media, by elegantly connecting Mandarin Oriental's well-recognized symbol - the fan - with international celebrities who regularly stay at the Group's hotels. In appreciation of their support, the Group makes a donation to each celebrity's individual choice of charity. Cecilia is dedicated to bringing classical music to a wider audience through the Music Foundation which is a non-profit venture that supports the propagation of music in all its aspects.

Cecilia Bartoli joins Mandarin Oriental's 25 existing fans: Caterina Murino, Lin Chiling, Karen Mok, Kevin Spacey, Christian Louboutin, Sophie Marceau, IM Pei, Michelle Yeoh, Jane Seymour, Kenzo Takada, Jerry Hall, Vanessa Mae, Vivienne Tam, Barry Humphries, Frederick Forsyth, Darcey Bussell, Bryan Ferry, Liam Neeson, Helen Mirren, Maggie Cheung, Sigourney Weaver, Sir David Tang, Harry Connick Jr., H el ene Grimaud and Sa Ding Ding.

More information about Mandarin Oriental's fans can be found on the Group's website at www.mandarinoriental.com

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the world's most prestigious hotels and resorts. The Group now operates, or has under development, 45 hotels representing over 11,000 rooms in 27 countries, with 19 hotels in Asia, 12 in The Americas and 14 in Europe, Middle East and North Africa. In addition, the Group operates, or has under development, 14 *Residences at Mandarin Oriental* connected to its properties.

Photography of Mandarin Oriental is available to download, in high and low resolution, in the [Photo Library](#) of our *Media* section, at www.mandarinoriental.com. Please join us on Facebook (www.facebook.com/MandarinOriental) and Twitter (www.twitter.com/mo_hotels)

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