

news release

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MANDARIN ORIENTAL ANNOUNCES NEW CELEBRITY FAN FOR GLOBAL BRAND ADVERTISING CAMPAIGN

Celebrated French actress Isabelle Huppert, welcomed as newest celebrity fan for Mandarin Oriental's award-winning global campaign

Hong Kong, 28 August 2015 -- [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 award-winning French actress, Isabelle Huppert.

The campaign is designed to raise Mandarin Oriental's brand awareness globally in print and in digital 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. Huppert's favourite charities to which Mandarin Oriental is making a donation are The Watermill Centre, which supports the performance arts, and APREC, a foundation for cancer research.

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. Fittingly, Huppert chose to be photographed in a townhouse close to Mandarin Oriental, Paris.

An extremely talented and accomplished actress, Huppert has had sixteen films in the Festival de Cannes's official competition – more than anyone else, and is only one of four actors to have won the *Best Interpretation Awards* twice – for *Violette* in 1978 and *The Piano Teacher* in 2001. Equally, she is the most nominated actress for the prestigious national film award of France, the *César Award*, with twelve nominations for 'Best Actress' and two nominations for 'Best Supporting Actress.'

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Huppert is a particular fan of Mandarin Oriental, Boston and is also looking forward to visiting the Group's newest resort, Mandarin Oriental, Marrakech. With a busy and varied filming schedule, she appreciates the attention to detail and calm efficiency that she finds whenever she stays at Mandarin Oriental.

"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 Isabelle Huppert 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.

Isabelle Huppert joins Mandarin Oriental's 28 existing fans: Lucy Liu, Morgan Freeman, Cecilia Bartoli, Caterina Murino, Sir Peter Blake, 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, Dame Helen Mirren, Maggie Cheung, Sigourney Weaver, Sir David Tang, Hélène Grimaud and Sa Ding Ding.

More information about Mandarin Oriental's fans and video interviews with the celebrities can be found on the Group's website at <http://www.mandarinoriental.com/>

About Mandarin Oriental Hotel Group

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the most luxurious hotels, resorts and residences. Having grown from a well-respected Asian hotel company into a global brand, the Group now operates, or has under development, 45 hotels representing almost 11,000 rooms in 24 countries, with 21 hotels in Asia, nine in The Americas



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and 15 in Europe, Middle East and North Africa. In addition, the Group operates or has under development, 15 *Residences at Mandarin Oriental* connected to its properties.

Photography of Mandarin Oriental is available to download in the [Photo Library](#) of our [Media](#) section, at www.mandarinoriental.com.

Visit [Destination MO](http://www.mandarinoriental.com/destination-mo/) (<http://www.mandarinoriental.com/destination-mo/>), the online version of [Mandarin Oriental Hotel Group](#)'s bespoke publication, *MO*. News about our award-winning hotels, the best dining experiences, spa treatments, travel retreats and interviews with the Group's celebrity fans is now just a click away. Further information is also available on our [Social Media](#) channels.

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