

news release

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MANDARIN ORIENTAL ANNOUNCES NEW CELEBRITY FAN FOR GLOBAL BRAND ADVERTISING CAMPAIGN

Dynamic American actress Lucy Liu, welcomed as newest celebrity fan for Mandarin Oriental's award-winning global campaign

Hong Kong, 3 October 2014 -- 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 Hollywood actress, Lucy Liu.

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. Liu's favourite charities, to which Mandarin Oriental is making a donation, are Unicef, which she has worked with for 10 years, and Ignite, a BAM arts programme for children.

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. Liu chose to be photographed in New York, one of her favourite cities.

Liu's films include *Lucky Number Slevin*, in which she co-starred with another of the Group's fans, Morgan Freeman, as well as *Kill Bill* and *Charlie's Angels: Full Throttle*. She has also had a number of voice roles in movies such as *Kung Fu Panda*, as well as acclaimed television roles, most notably in *Ally McBeal*, for which she earned an Emmy award nomination. Currently she is starring in the award winning TV Series, *Elementary*. Liu is also skilled in martial arts and is an accomplished artist. Her artwork and photography have been exhibited at various gallery shows in both Europe and the Americas.

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Liu was born in New York, and has a particular fondness for Mandarin Oriental, New York's excellent location and proximity to Central Park. She also loves to have the 'delicious and comforting' Chinese breakfast whenever she stays there.

"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 Lucy Liu 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.

Lucy Liu joins Mandarin Oriental's 27 existing fans: 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, H el ene 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/>

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 close to 11,000 rooms in 25 countries, with 20 hotels in Asia, ten in The Americas and 15 in Europe, Middle East and North Africa. In addition, the Group operates or has under development, 13 Residences at Mandarin Oriental connected to its properties.

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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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