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CELEBRATED FASHION DESIGNER VIVIENNE TAM CREATES SIGNATURE FAN FOR MANDARIN ORIENTAL, GUANGZHOU

Vivienne Tam, the internationally celebrated fashion designer and one of Mandarin Oriental Hotel Group’s celebrity “fans,” has created a signature fan to convey the uniqueness and identity of Mandarin Oriental, Guangzhou.

A profoundly meaningful symbol of the Group’s oriental culture, the well-recognised, classically simple and visually elegant, eleven-bladed fan logo ties together each of the Group’s hotels into the single identity of the luxury hotel group. In addition to the registered trademark logo for the Group, all Mandarin Oriental hotels are encouraged to find their own unique character fan to reflect the individuality of the property. Each hotel’s fan is sensitively linked to the environment where the hotel is created, taking into account the exclusive attributes of the culture in each location.

A native of Guangzhou, Tam has a strong emotional attachment to the city. She is deeply inspired by the fact that Guangzhou was the earliest Chinese trading port to the West and has, therefore, created a fan that symbolizes Guangzhou’s abundant and diversified offerings – from past to present.

The artistic design cleverly combines a Chinese opera mask with a geometric pattern and a floral motif which reflects Guangzhou’s reputation as a “Flower City.” These elements, created in a mélange of vibrant colours, reflect Guangzhou’s characteristics: a fast-paced, modern and contemporary city with a vibrant local culture.

“The fan is totally unique,” says Tam, given that she sourced the original design elements from her own fabric collection. She added that the opportunity to design a fan for Mandarin Oriental, Guangzhou reflected the similar traits of Mandarin Oriental and herself. “We are both

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Page 2

perfectionists who continuously strive to be the best,” she said.

Tam went on to add, “As a fan of Mandarin Oriental, I have no doubt that Mandarin Oriental, Guangzhou will deliver the Group’s legendary service and delight its guests. I am proud to design this fan for Mandarin Oriental, Guangzhou because I feel like I am part of the Mandarin Oriental family.”

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