

## **WORLD-EXCLUSIVE BGA INSOLES® OFFICIALLY LAUNCHED AT THE LANDMARK MANDARIN ORIENTAL, HONG KONG**

**Hong Kong, 29 July 2015** – Following an early sneak preview, world-exclusive podiatric cure, *BGA InSoles*®, is now officially available at [The Landmark Mandarin Oriental, Hong Kong](#). The insoles have been created by Bastien Gonzalez, the internationally acclaimed podiatrist who has revolutionised luxury foot and nail care since he opened the PEDI:MANI:CURE Studio by Bastien Gonzalez in Paris, in 2002.

*BGA InSoles*® is a new concept derived from extensive podiatric research and designed to bring comfort, reduce stress on feet and encourage healthy postures. Each pair of insoles is designed in a unique B-shape and tailor-made for each guest.

Gonzalez's innovative approach has attracted many celebrities and sports people, including Jerome Lacorte, who wore *BGA Sports InSoles* to become Guinness World Record Keeper for "The Most Consecutive Opponents, Tennis Singles". The life-changing podiatric cure for Lacorte is available at Bastien Gonzalez's exclusive Greater China studio at [The Oriental Spa](#) and can be made-to-measure within 7 days.

"In order to raise funds for the Sports For Hope Foundation, I stepped myself out of the comfort zone last November and challenged the Guinness World Record. After almost 33 hours' running, changing directions, stopping, accelerating on the hard court, my feet and knees remained strong. Guy Forget, former captain of Association of Tennis Professionals in the 90's, said to be able to win a most demanding tournament like the French Open, foot care is indispensable. I would highly recommend *BGA Sports InSoles* to any professional sports players, amateurs or leisure sport enthusiasts looking to push his or her skills to a higher level in safe conditions," Mr Jerome Lacorte said.

Using *BGA InSoles*®, Jerome Lacorte went through intensive training at Thanyapura in Phuket, Thailand, organised by [Sport Max Hong Kong](#).

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The Guinness World Record Keeper said, “My general balance has truly improved and it feels like my bones and muscles have rehabilitated since I have been using these insoles. *BGA Sports InSoles* help me to release the tension of the tendons and muscles that I use daily to play tennis. They have created a chain reaction that has assisted with my stiff neck and other joints. This is just impressive. Like most professional athletes, I've worn insoles throughout my life and I want to say that Bastien Gonzalez's technology makes the insoles extremely precise and more customised for my feet than I have ever experienced”.

Albin Brion, certified podiatrist and studio manager at PEDI:MANI:CURE Studio by Bastien Gonzalez at The Oriental Spa commented, “Each foot is unique. It has its own morphology and complexity. Our feet support our body weight and the body and joint's daily impact, which is why individuals need to give particular, professional attention to their feet. Offering protection and comfort, each pair of *BGA InSoles*® is tailor-made and thermoformed to each customer, and it can be adapted for wearing heels or sport shoes.”

### **Introducing the Exclusive B-shape Experience:**

*B Nest* – Maximises the heel cushion to optimise comfort.

*B Comfortable* – An additional absorbing cushion layer under the ball of the foot increases the sensation of well-being.

*B Guided* – Impact is first felt by the heel and transferred to the forefoot. These insoles are designed to guide your feet when walking.

*B Unique* – Custom moulded materials prevent the foot from collapsing and distribute pressure across the entire sole, to give better control and enhanced stability.

**Elegant InSoles** provide the comfort needed for everyday: soften impact shock, prevent pain and avoid blisters. The InSoles improve stability in one's favourite work and street shoes.

**Sport InSoles** are created to keep the foot in place in one's shoes, particularly during sport when the foot is continually used and impact shocks can be violent and numerous. BGA Sport Insoles will improve movement and provide comfort.

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Made-to-measure consultation costs HKD650. Each pair of BGA InSoles<sup>®</sup> is priced at HKD1900. For orders and enquiries, please contact The Oriental Spa at +852 2132 0011 or visit <http://www.mandarinoriental.com/landmark/spa/>.

### **About The Landmark Mandarin Oriental, Hong Kong**

Intimate, contemporary and ideally placed in the vortex of Hong Kong's financial and luxury shopping districts, The Landmark Mandarin Oriental, Hong Kong sets the standard for personal service and stylish sophistication. State-of-the-art technology compliments alluring interiors in all 113 spacious [rooms and suites](#), each one a tranquil retreat for business and leisure travellers. Chef Richard Ekkebus helms the kitchen at two Michelin-starred [Amber](#) restaurant and world renowned musical talents play in the unparalleled exclusivity of [MO Bar](#), equally popular on Sundays for its indulgent lobster lunch. Escape Hong Kong's urban bustle at The Oriental Spa with rejuvenating yoga and Pilates plus the pure pleasures of exclusive facials, body treatments and award winning signature treatments. For more information and reservations visit [www.mandarinoriental.com/landmark](http://www.mandarinoriental.com/landmark).

### **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 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](http://www.mandarinoriental.com).

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*Corporate Office*

Sally de Souza ([sallydes@mohg.com](mailto:sallydes@mohg.com))  
Group Communications – Corporate/Asia  
Tel: +852 2895 9160

[www.mandarinoriental.com](http://www.mandarinoriental.com)

*The Landmark Mandarin Oriental, Hong Kong*

Jessica Chong ([jessicac@mohg.com](mailto:jessicac@mohg.com))  
Director of Public Relations  
Tel: +852 2132 0087

[www.mandarinoriental.com/landmark](http://www.mandarinoriental.com/landmark)