

# news release

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## MANDARIN ORIENTAL, TOKYO COLLABORATES WITH “TOKYO KIMONO WEEK 2016” TO COMMEMORATE THE FESTIVAL’S 10<sup>th</sup> ANNIVERSARY

**Hong Kong, 14 September 2016** – [Mandarin Oriental, Tokyo](#) is holding a new event, *Kimono Week by Mandarin Oriental, Tokyo* from 23 October – 15 November 2016. The hotel will host activities themed on the iconic Japanese garment, the kimono, to celebrate *Tokyo Kimono Week 2016*, an annual festival held in Nihonbashi district, the birthplace of traditional Edo culture.

[Kimono Week by Mandarin Oriental, Tokyo](#) will feature the *Premium Kimono Stay* luxury room package where guests receive a made-to-order kimono. Other celebratory activities will include sales of *Kimono Cake*, a special afternoon tea offer, Instagram photo contest and exhibition.

The [Premium Kimono Stay](#) accommodation package is priced at JPY3.8 million, and includes:

- A two-night luxurious stay in an Oriental Suite for two people
- A made-to-order kimono created by Chiso, a 460-year-old shop that specializes in *kyoyuzen* dyeing, and which comes with an authentic belt and accessories for one person
- Kimono consultation on first night. Dressing, styling, and photo shoot on second night
- Photo Album (to be delivered after departure)
- A facial treatment for one, with luxurious French skin-care brand, Biologique Recherche
- A manicure and pedicure treatment for one, by luxury hand and foot care specialist, Margaret Dabbs, London
- Daily breakfast at K’shiki or Oriental Lounge for two people
- One dinner at Sushi Sora for two people
- One dinner at Tapas Molecular Bar for two people

The *Premium Kimono Stay* accommodation package is valid from 23 October 2016 – 23 October 2017. Price excludes tax and service charges. Bookings may be made until 31 July 2017. For reservations and inquiries, please call: 0120-806-825 or email: [moty-reservations@mohg.com](mailto:moty-reservations@mohg.com).

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### Kimono Cake

An orange-flavoured chocolate *Kimono Cake* designed in the motif of a kimono pattern from Bhutan, the “country of happiness”, will be on sale at the Gourmet Shop by Mandarin Oriental, Tokyo. Priced at JPY800, excluding tax and service charge, the cake will be available from 23 October - 15 November 2016.

### Kimono Afternoon Tea

Afternoon tea served with *Kimono Cake* will be available at the hotel’s Oriental Lounge from 1 – 15 November 2016. Price: weekdays/JPY 4,200; weekends and holidays/JPY 4,800 (excluding tax and service charge).

### Kimono Exhibition

In collaboration with Imagine Oneworld, an association that strives for world peace and prosperity by promoting kimono culture, the hotel will display several one-of-a-kind kimonos in its 38<sup>th</sup> floor lobby from 23 October – 15 November 2016. Made for the *Imagine Oneworld Kimono Project*, which aims to create a kimono for each of the world’s 196 independent countries, a different kimono will be displayed each week during the three-week exhibition.

### Kimono Photo Contest

In collaboration with *Tokyo Kimono Week*, a [Kimono Photo Contest](#) will be held on Mandarin Oriental, Tokyo’s official Instagram account (MO\_TOKYO) between 23 October - 15 November 2016. Entrants can participate by taking a photo that fits one of three keywords: “kimono”, “wa (Japanese tradition)”, and “Nihonbashi”, and posting it with the hashtag #TOKYO\_KIMONO.

The hotel will select the best Instagram photos and send special gifts to the winners. A prize lottery draw will be held simultaneously.

*Kimono Week by Mandarin Oriental, Tokyo* is supported by the Tokyo Kimono Week Executive Committee, Imagine Oneworld, Choya Inc., and Chiso.

For inquiries about *Kimono Week by Mandarin Oriental, Tokyo* please call 03-3270-8800.

### **About Tokyo Kimono Week**

Celebrating its 10<sup>th</sup> anniversary, *Tokyo Kimono Week* aims to bring vitality to the Nihonbashi area by exploring the history of the kimono, a symbol of Japanese culture, and promoting kimono principles across the country and the world. The week is run by an executive committee representing local companies and organizations.

### **About Imagine Oneworld Kimono Project**

The objective of the [Imagine Oneworld Kimono Project](#) is to create and present a kimono to wear that represents world unity. Made with great skill and a love for every country in the world, it humbly incorporates the images of each culture and tradition into the kimono design.

### **About Chiso**

Beginning as a Buddhist clothes shop in 1555, [Chiso](#) evolved to focus on *kyoyuzen* dyeing, a sophisticated form of artistry that has come to symbolize Japanese tradition. As one of the most prestigious shops to use this technique, Chiso produces the best quality dyed fabrics by using pure white cloth carefully produced by silk farmers and weavers. The dye patterns authentically represent a meaning, and their colours contribute to the garment's elegance and gorgeousness. When making each item of clothing or accessory, the shop's designers choose which advanced dyeing and sewing techniques to use following thoughtful planning.

### **About Mandarin Oriental, Tokyo**

Mandarin Oriental, Tokyo's visionary design and award-winning service have been recognized as the epitome of sophisticated luxury in the city. Superbly located in the prestigious financial district within the historical and cultural centre of Tokyo, the first Mandarin Oriental Hotel Group property in Japan embodies the best contemporary and time-honoured architectural



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splendour. The hotel features 179 luxuriously appointed guest rooms and suites, ten restaurants and bars and an award-winning spa situated within the soaring, Cesar Pelli-designed Nihonbashi Mitsui Tower. The site offers spectacular views of the city skyline while providing access to stately banquet and conference facilities within the adjacent Mitsui Main Building, a Japanese cultural-heritage property.

### **About Mandarin Oriental Hotel Group**

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the world's most luxurious hotels, resorts and residences. Having grown from its Asian roots into a global brand, the Group now operates 29 hotels and eight residences in 19 countries and territories, with each property reflecting the Group's oriental heritage and unique sense of place. Mandarin Oriental has a strong pipeline of hotels and residences under development, with the next hotel opening planned in Doha.

Photography of Mandarin Oriental is available to download in the [Photo Library](#) of our [Media](#) section, at [www.mandarinoriental.com](http://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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For further information, please contact:

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