

news release

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MANDARIN ORIENTAL ANNOUNCES NEW CELEBRITY FAN FOR GLOBAL BRAND ADVERTISING CAMPAIGN

Hong Kong, 23 October 2015 – Celebrated Chinese actor, singer and model Chen Kun, has been welcomed as the newest celebrity fan for Mandarin Oriental's USD multi-million global advertising campaign "[He's a Fan/She's a Fan](#)".

The campaign elegantly connects 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. Chen Kun's choice is UNICEF, for whom he is an ambassador. He focuses his efforts particularly on disadvantaged children in rural areas of China.

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. Chen Kun chose to be photographed at Mandarin Oriental, Barcelona.

Chen Kun has been described as a classic 'Renaissance Man', who has found success in a variety of creative areas that include acting, singing and modelling. He first gained recognition in the popular Chinese television drama *Love in Shanghai* and rose to prominence for his acting roles in *The Knot*, and *Painted Skin*, which gained him the Huabiao Award for 'Best Actor'. He also received a Golden Horse Award nomination – the 'Oscars' of the Chinese film industry – for Best Actor in *A West Lake Moment*. He is much admired for his work, particularly on the mainland, and has one of the most active Chinese social media Sina Weibo accounts, with over 70 million followers. As a singer, Chen has released three full-length studio albums, winning Most Popular Male Vocalist at the MTV Asia Awards for his second album, *Come True Again*.

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While Chen finds it hard to choose one particular favourite of the Group's hotels, he enjoys both Mandarin Oriental, Tokyo and The Landmark Mandarin Oriental, Hong Kong, and looks forward to experiencing other properties worldwide.

"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 Chen Kun 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.

Chen Kun joins Mandarin Oriental's 28 existing fans: Isabelle Huppert, 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, Dame Helen Mirren, Maggie Cheung, Sigourney Weaver, Sir David Tang, H  l  ne 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, 46 hotels representing 11,000 rooms in 25 countries, with 21 hotels in Asia, nine in The Americas and 16 in Europe, Middle East and North Africa. In addition, the Group operates or has under development, 16 *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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