

news release

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MANDARIN ORIENTAL HOTEL GROUP WELCOMES CHEN MAN AS A FAN

Hong Kong, 7 March 2019 – Chen Man, visual artist, photographer and designer, is the newest celebrity fan to join [Mandarin Oriental's](#) 20 year global advertising campaign “He’s a Fan/She’s a Fan”.

The campaign elegantly connects Mandarin Oriental’s well-recognised symbol - the fan - with international celebrities who regularly stay at the Group’s hotels. In appreciation of their support, the Group donates to each celebrity’s individual choice of charity. Chen Man has chosen the nature conservancy charity, Game Rangers International.

Born in Beijing, Chen Man graduated with a BA from the Central Academy of Fine Arts and first came to attention for her unique style when she photographed a series of fantastical covers for *Vision*, a design and art magazine based in China. She is now a widely respected international photographer who primarily focuses her lens on fashion, beauty and art. Her artistic, manipulated and arresting images have featured in magazines such as *Vogue*, *Harper’s Bazaar* and *Cosmopolitan*. She has also exhibited her work globally with prominent exhibitions in Hong Kong, London, Paris, Tokyo and Los Angeles.

While travelling Chen Man chooses to stay with Mandarin Oriental, where she says she experiences “impeccable service.” Citing Mandarin Oriental Pudong, Shanghai as one of her favourite hotels, she says that what makes for a memorable stay is “The feeling that everyone who works at the hotel is part of a big family. That really impresses me a lot.”

Chen Man’s images for the campaign are self-portraits taken at the Forbidden City in Beijing and within the environs of Mandarin Oriental Pudong, Shanghai.

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“The award-winning campaign has been driving awareness of the Mandarin Oriental brand for 20 years and we are delighted to welcome Chen Man as our newest ambassador,” said Jill Kluge, Mandarin Oriental Hotel Group’s Chief Marketing Officer. “By focusing on a range of talented and diverse celebrities who evidently appreciate the finer things in life, we continue to showcase our hotels in a truly unique and interesting way. The beautiful self-portraits taken for this launch also broaden the campaign’s appeal,” she added.

Mandarin Oriental's existing fans are: Chen Kun, Isabelle Huppert, Lucy Liu, Morgan Freeman, Cecilia Bartoli, Caterina Murino, Sir Peter Blake, Karen Mok, Christian Louboutin, Sophie Marceau, Liam Neeson, 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, Hélène Grimaud, Geoffrey Rush, Adam Scott, Dev Patel, Christoph Waltz, Stanley Tucci, Rami Malek and Chen Man.

More information about Mandarin Oriental’s fans and video interviews with the celebrities, including [Chen Man](#) can be found on the Group’s website at mandarinoriental.com.

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 32 hotels and six residences in 23 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, and is a member of the Jardine Matheson Group.

Photography of Mandarin Oriental is available to download in the [Photo Library](#) of our [Media](#) section, at www.mandarinoriental.com. Further information is also available on our [Social Media](#) channels.

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