



GLOBAL DEBUT OF BGA INSOLES® AT THE LANDMARK MANDARIN ORIENTAL, HONG KONG

Foot virtuoso Bastien Gonzalez unveils a bespoke podiatric cure in Hong Kong

Hong Kong, 27 November 2014 – Bastien Gonzalez, the internationally acclaimed pedi:podiatrist who has given pedi:mani:cure its “letters of nobility” will debut a revolutionary podiatric cure, the *BGA InSoles*® at a global launch at [The Landmark Mandarin Oriental, Hong Kong](#) in February 2015. His innovative approach, which began in his Pedi:Mani:Cure Studio by Bastien Gonzalez in Paris in 2002, has been followed by an expanding foot print in many cities around the world including the exclusive studio at [The Oriental Spa](#).

BGA InSoles® is a new concept derived from extensive podiatric research and designed to bring comfort, reduce skin problems and prevent foot deformities. The *BGA InSoles*® are designed in a unique B-shape design and will be tailor-made for each guest.

“Each foot is unique, and has its own morphology and complexity. Feet support body weight and the daily impact this has, which is why guests need to give particular, professional attention to them,” said Bastien Gonzalez.

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 the feet when walking.

B Unique – Custom molded materials prevent the foot from collapsing and distribute the pressure on the entire sole, giving better control and stability.

“The *BGA InSoles*® support each unique pair of feet by distributing all pressure precisely on the sole. *BGA InSoles*® can be adapted for heels or sport shoes. Offering protection and comfort, each pair is tailor-made, thermoformed and personalised to perfectly fit one’s shoes.

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The bespoke *BGA InSoles*® will be created by a certified podiatrist trained in our headquarters in France”, said Bastien Gonzalez.

Elegant InSoles can be worn in any favourite pair of heels, and offer everyday comfort to soften the shock, improve stability, prevent pain and avoid blisters. **Sport InSoles** provide the technical comfort required when wearing sports shoes.

The exclusive offer at The Oriental Spa at The Landmark Mandarin Oriental, Hong Kong includes made-to-measure service and production takes within 7 days.

Available from February 2015 onwards.

For pre-ordering and enquiry, please contact The Oriental Spa at +852 2132 0011 or visit <http://www.mandarinoriental.com/landmark/spa/>.

For high res images of *BGA InSoles*®, please download from [here](#).

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.



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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. The Group has grown from a well-respected Asian hotel company into a global brand and now operates, or has under development, 45 hotels representing over 11,000 rooms in 26 countries, with 20 hotels in Asia, 11 in The Americas and 14 in Europe, Middle East and North Africa. In addition, the Group operates or has under development, 14 Residences at Mandarin Oriental connected to its properties.

Photographs of Mandarin Oriental are available to download from 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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