

news release

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THE LANDMARK MANDARIN ORIENTAL, HONG KONG PRESENTS ‘MY HONG KONG’ A UNIQUE FASHION COLLABORATION IN AID OF ‘BRING ME A BOOK HONG KONG’

Hong Kong, 7 March 2016 – Situated in Central’s most exclusive shopping destination, [The Landmark Mandarin Oriental, Hong Kong](#), hosts some of the city’s biggest fashion events. From 20 April to 3 May 2016, the iconic hotel will team up with three of Hong Kong’s most exciting fashion designers, Anais Mak of JOURDEN, Eugene Leung of INJURY and Melissa Bui, to present *My Hong Kong*, a showcase of Hong Kong’s best creative talent, and to raise funds for literacy charity, Bring Me A Book Hong Kong (BMABHK). An online auction, open to the international audience, will be held as part of the charity’s 10th anniversary fund raising campaign.

The eclectic designers, who are each tasked with creating a bespoke Hong Kong-inspired design, include Vogue Italia’s contest winner **Anais Mak** of JOURDEN who studied design at Studio Bercot in Paris and launched her avant-garde creations to critical acclaim at Paris Fashion Week in 2012. All about primal feminine aspirations, JOURDEN’s collections are developed on the balances of distinctive fabrications and carefully disciplined silhouettes.

New York Fashion Week participant **Eugene Leung** of INJURY will also add a lively touch to the project with his trademark edgy futuristic aesthetic. The self-taught designer’s background in architecture and urban graffiti is visible in his meticulously tailored graphic styles. This is urban glamour at its most creative.

Up-and-coming young talent, **Melissa Bui** is another exceptionally creative designer making waves in Hong Kong and on the international stage with her beautifully crafted women’s ready-to-wear. After graduating from the exclusive Surface Textiles for Fashion programme at the London College of Fashion, and working for couture designer, Barney Cheng, Bui launched her own collection in 2013 with a feminine, vintage-inspired range of fashion that highlights her extraordinary embroidery detailing.

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The three designers' Hong Kong-inspired works will be displayed in the hotel's entrance from 20 April to 3 May 2016 alongside a curated 'Style Journey' that provides more information about the designers and what inspires them.

The designers' works will then be shown at BMABHK's 10 Year Anniversary Gala Dinner at the Hong Kong Convention and Exhibition Centre on 20 May 2016, where a silent auction to raise funds for the charity, which provides books and reading facilities to children, will be held. Also, guests will see the award-winning Chinese book '*Ka de Ka de Ka de*', a whimsical story about a grandmother who makes a dress for her granddaughter. An online auction, open to an international audience, will start a few days before the event to complement the silent auction.

Torsten van Dullemen, General Manager at the Landmark Mandarin Oriental, Hong Kong said, "We are excited by the opportunity to introduce our guests to three of our favourite stylish designers in Hong Kong today, while also helping a charity that is especially close to our hearts."

About Bring Me A Book

Bring Me A Book® Foundation, founded in 1997, is an early-literacy non-profit committed to selecting, procuring and delivering quality books to under-resourced children. Since 2006, Bring Me a Book Hong Kong is the leading advocate for family literacy in Hong Kong. Its mission is to advocate for family literacy by facilitating access to quality children's books and empowering parents and educators to read aloud for future success in school and life. The non-profit registered charity provides access to quality children's books for all children in Hong Kong, particularly for those who cannot otherwise afford it through our book case and book bag library donation programs; training for parents, teachers, and care providers on the best strategies for reading aloud with children based on the latest research; and speakers, publications, workshops and conferences to bring the world's leading experts in literacy and learning to Hong Kong for all audiences.

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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 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.

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 24 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, 15 *Residences at Mandarin Oriental* connected to its properties.

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