

news release

Mandarin Oriental Hotel Group Limited
281 Gloucester Road, Causeway Bay, Hong Kong
Telephone +852 2895 9288 Facsimile +852 2837 3500
www.mandarinoriental.com



MANDARIN ORIENTAL PUDONG, SHANGHAI LAUNCHES INNOVATIVE IN-ROOM SHOPPING SERVICE WITH SHANGHAI TANG

Hong Kong, 24 January 2014 [Mandarin Oriental Pudong, Shanghai](#) has unveiled a pioneering new in-room gift shopping service in partnership with chic lifestyle brand, Shanghai Tang.

Guests at Mandarin Oriental Pudong, Shanghai are now able to browse and purchase stylish Shanghai-inspired gifts, accessories and souvenirs from Shanghai Tang at the touch of a button – 24 hours a day, 7 days a week. Guests simply choose from a selection of gifts presented in a bespoke ‘Gifted Home’ catalogue, and at any hour, the MO Concierge will hand deliver the designer gifts, beautifully presented in Shanghai Tang’s signature Art Deco styled gift boxes.

The ‘Gifted Home’ catalogue features more than 100 designer products from Shanghai Tang’s Home and Accessories collections, offered at comparable retail store prices. The collection includes fine bone china, lacquer boxes, leather wallets and travel pouches, statement jewellery and fragrances. Among the signature designs available in the ‘Gifted Home’ catalogue are the Silk Road Lacquer Box, Phoenix Decorative Plates, Eternity Wallet and Dragon Embroidered Slippers.

“We are delighted to partner with Shanghai Tang to launch this innovative and exclusive 24/7 in-room gift shopping service. This is a first for a five-star hotel in Shanghai, and allows us to offer our guests an added dimension to their stay, and an even more memorable Shanghai experience,” says Pierre Barthes, General Manager of Mandarin Oriental Pudong, Shanghai.

“Shanghai Tang and Mandarin Oriental both understand the oriental sense of service and we are delighted to be partnering together on this initiative. Being able to enjoy

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fast, efficient gift shopping at the touch of a button, and in the comfort of a hotel room is the ultimate luxury for today's busy travellers. We hope guests of Mandarin Oriental Pudong, Shanghai enjoy the Chinese chic pieces from the Shanghai Tang Home and Gift collections," says Raphael le Masne de Chermont, Executive Chairman of Shanghai Tang.

About Shanghai Tang

Since its inception in 1994, Shanghai Tang has been the pioneering luxury lifestyle brand from China. With its mission as the global curator of modern Chinese aesthetics, Shanghai Tang interprets Chinese culture and craftsmanship with vibrant sophistication and relevance. Offering ready-to-wear for women, men and children, as well as accessories and homeware, Shanghai Tang supports an international network of 43 boutiques, including the world's largest flagship boutique, The Cathay Mansion in Shanghai, China, and its largest lifestyle flagship – The Shanghai Tang Mansion, at 1 Duddell Street, Central, Hong Kong.

About Mandarin Oriental Hotel Group

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the world's most prestigious hotels and resorts. The Group now operates, or has under development, 45 hotels representing over 11,000 rooms in 27 countries, with 19 hotels in Asia, 12 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.

Photography of Mandarin Oriental is available to download, in high and low resolution, in the [Photo Library](#) of our *Media* section, at www.mandarinoriental.com. Please join us on Facebook (www.facebook.com/MandarinOriental) and Twitter (www.twitter.com/mo_hotels)

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For further information, please contact:

Corporate Office

Sally de Souza (sallydes@mohg.com)

Group Communications – Corporate/Asia

Tel: +852 2895 9160

www.mandarinoriental.com

Mandarin Oriental Pudong, Shanghai

Selina Chan (selinac@mohg.com)

Director of Communications

Tel: +86 21 2082 9887

www.mandarinoriental.com/shanghai/