

## Press Release For Immediate Release

### HONG KONG'S LATEST DESIGN HOTEL THE MIRA MOON SET TO SHINE THIS AUTUMN

*Defined by design, boutique hotel Mira Moon opens in Causeway Bay with a Moon Festival inspired conceptual design and a playful penchant for the bespoke*

Hong Kong – “[Miramar Group](#), a dynamic, Hong Kong-based, hospitality group and owner of [The Mira Hong Kong](#), has launched its second hotel brand in the city in November 2013, with the opening of [Mira Moon](#) – Hong Kong’s new hotel for the well-connected, well-heeled and design-savvy traveler” said Kenneth Sorensen, Head of Miramar Group’s Hospitality Division. Inheriting The Mira’s [Design Hotels™](#) ethos, yet possessing its own cheeky attitude, every inch of Mira Moon and its 91 guest rooms is a nod to outlandish design, with liberal lashings of [Mira Moon's](#) bespoke interpretation of the mythical Chinese Moon Goddess and the Jade Rabbit.

This fashion-forward hotel is the result of a preeminent creative partnership between international designer Marcel Wanders – dubbed “the Lady Gaga of the design world” by the New York Times – and inspired international property design company, [yoo](#). Together Wanders & yoo have injected an abundance of color, texture and style into the hotel.

#### The Hotel

Mira Moon is the first boutique *story hotel* within the Mira Hotel Collection. True to its [Design Hotels™](#) status, Mira Moon’s bold style is a reflection of the hotel’s ethos of design, decor and service, all realized with a fashion-forward attitude. Staff rock Mira Moon’s bespoke chinoiserie fashion collection by designer [Grace Choi](#). Hong Kong’s DJ [Helen Ting](#), with her signature blend of Deep, Funky, Afro and Soulful House, takes her rightful place behind the hotel’s decks. Over at the design-led Tapas & Cocktail Bar [Supergiant](#), Chefs conjure up Spanish tapas while themed cocktails are sipped in the alfresco courtyard. Floor-to-ceiling views across Hong Kong harbor, a fully-equipped 24-hour gym, and spacious bathrooms with bathtub city views complete the hotel checklist.

#### Design

Many moons ago, a story was told of a beautiful goddess whose forbidden sip of the elixir of life lifted

her from earth and conveyed her to the moon. Trapped for eternity among the stars, she would forever await the man she loved, in the company of a lone Jade Rabbit. In a contemporary twist, Mira Moon's playful revision of the tale instead sees the goddess rise elatedly to the moon, seeking out her enchanted Moon Journey. It is from here, from this reinterpretation, that the hotel's own Moon Journey began.

To translate this extraordinary tale into an interior design concept, Wanders & yoo lead Creative Director [Marcel Wanders](#) – the designer behind some of the world's most eclectic interior and product designs – was enlisted by Miramar Group. Named by Wallpaper\* as one of the leading designers of the last 15 years, Marcel's star first rose in 1996 with the design of the iconic Knotted Chair. Since then, Wanders' sense of theatricality and a remarkable use of space, textures and visitor experience have garnered international acclaim. To create Mira Moon, Wanders began a preeminent creative partnership with innovative property design leaders, [yoo Studio](#), and the Moon Festival concept was born. The poetic Moon Festival fairy-tale is echoed in every aspect of the hotel, with the Jade Rabbit's discreet presence tangible on each floor.

Commenting on the concept, Wanders said: "I'm an unabashed romantic and the Moon Festival is such a wonderful story". The hotel is the animation of a much-loved myth, injected with Wanders' signature 'twinkle' – a subtle humor and vibrant sense of life – in a space where his own branded playful furnishings seamlessly intertwine with Chinese artifacts and traditionally crafted ceramics, carved timber and cut crystal. The hotel's color scheme is a bold surge of lacquered whites and rich China reds, whilst the symbol of the peony is ever-present, embodied in ornately-carved wood paneling, vivid tiled mosaics and sheer curtains that tint the skyscrapers of the city beyond.

## **Location**

Causeway Bay is the birthplace of Mira Moon. A tantalizing juxtaposition of old and new, this shopping district now teems with the nearby artistic new crowd frequenting reclaimed heritage buildings, contemporary art galleries, revitalised restaurants and fashionable furnishing stores. Located in the heart of this gentrified 'village', which straddles Hong Kong's Central district and the up and coming Wan Chai area, Mira Moon boasts close proximity to Star Street – the latest artistic dining and lifestyle precinct – the [Hong Kong Arts Centre](#), [Academy of Performing Arts](#) and the [Hong Kong Convention and Exhibition Centre](#).

### **About Mira Moon Hotel**

Mira Moon is the very first boutique hotel within the Mira Hotel Collection conceived under the creative direction of the famous design guru – Wanders & YOO. Equipped with 91 one-of-a-kind guestrooms and suite, all five guestroom types and the striking suite of Mira Moon are the modern rendition of the Chinese Mid-Autumn Festival mythology. Tech-savvy features are available at your finger tips allow you to stay connected at all times. Complimentary privileges include portable Wi-Fi On The Go, Wi-Fi throughout the hotel, iPad mini with customized apps, and “PressReader” access with over 5,700 free online publications.

Located at the heart of bustling Causeway Bay on Hong Kong Island, the 5-star boutique hotel Mira Moon is part of the vibrant entertainment district with landmarks like Times Square, Sogo and Hysan Place. Mira Moon also boasts as the only design hotel within a few minutes’ walk from Hong Kong Convention and Exhibition Centre.

For other hotel information, please visit [www.miramoonhotel.com](http://www.miramoonhotel.com)

### **About Miramar Group**

Established in Hong Kong in 1957, Miramar Hotel and Investment Company, Limited (Miramar Group) is a hospitality group with a diversified service-oriented business portfolio comprising stylish hotels and serviced apartments, property rental, food and beverage, and travel services in Hong Kong and Mainland China. Miramar Group has been listed on the Hong Kong Stock Exchange since 1970 (HKEx Stock Code: 71) and is a member of Henderson Land Group.

### **About Wanders & yoo**

Marcel Wanders is a product and interior designer. In 2008 Wanders formed a partnership with the yoo Group to form Wanders & yoo. yoo is a world leading design company founded by the world's most celebrated designer, Philippe Starck, and international property entrepreneur John Hitchcox. yoo's experience spans 55 different projects in 27 countries, throughout Asia, Africa, Australia, Europe, North and South America and the Middle East.

**For additional information and media enquiries, please contact:**

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## FACT SHEET

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<b>Tel:</b>	+852 2643 8888																						
<b>Reservations:</b>	+852 2315 5128																						
<b>Email:</b>	reservations@miramoonhotel.com																						
<b>Web:</b>	www.miramoonhotel.com																						
<b>Nearest MTR:</b>	Causeway Bay, exit C1																						
<b>Developer:</b>	Miramar Group																						
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<b>Disabled Access:</b>	Yes																						