



the UPPERHOUSE



PRESS RELEASE – FOR IMMEDIATE RELEASE

The Upper House Launches Christian Louboutin Beauté Exclusive Room Package

(Hong Kong, 15 July 2015) – The Upper House, in collaboration with renowned French luxury fashion house, Christian Louboutin, is proud to announce a unique and exclusive room package from August to October.

From 1 August to 31 October 2015, guests staying for two consecutive nights or more at The Upper House can benefit from special room rates and exclusive experience from Christian Louboutin. This not only marks the French brand's first global launch of such a collaboration, but also the first of its kind with The Nail Library - the city's coolest luxury nail spa, offering the signature "Christian Louboutin Treatment Menu" for hotel guests.

Rates for Studio 70 start from HK\$4,500 per night. Guests can enjoy the best available rate for each stay with the following benefits from The Upper House: daily breakfast for two persons at Café Gray Deluxe, a 'Red Slipper' welcome drink and an exclusive The Upper House Scented Candle. A generous 500 Asia Miles and daily HK\$500 house credit will also be included.

To embrace the brand's iconic red sole design, guests will receive a Christian Louboutin 'With Love' leather card holder, as well as a choice of the classic Louboutin Manicure or the Louboutin Sole Pedicure in the relaxed comfort of their own rooms.

Rates for the Upper Suites start from HK\$15,000 per night and include the above offer plus an upgrade to HK\$1,000 house credit, as well as 1,000 Asia Miles daily with a complimentary round-trip transfer in our Lexus Hybrid RX 450h.

Exclusively for guests staying at our Upper Suites, this unique experience will be enhanced with a pair of Christian Louboutin *Air Loubi* Flats and a private consultation at Christian Louboutin's flagship store in Central on their 'Tattoo Parlour' bespoke embroidery service.

"We are thrilled to launch this exclusive room package with Christian Louboutin at The Upper House, and offer something special to our fashion-loving guests who are looking for the highest standards in hospitality and style," said Marcel Thoma, General Manager of The Upper House.

More details and full terms and conditions can be found at:
www.upperhouse.com/en/Reservations.aspx#/en/Reservations/Special-Offers/

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 SWIRE HOTELS

About Swire Hotels and Swire Restaurants

Swire Hotels has been created to manage soulfully individual hotels in Hong Kong, Mainland China, the United Kingdom and the USA, providing a characterful experience for well-travelled individually minded travellers who seek originality, style and personalised service. We create distinctive hotels with a sense of place that break with convention.

The company's first hotel, The Opposite House in Beijing, opened in 2008 and was followed by The Upper House, Hong Kong, and then by EAST, Hong Kong and EAST, Beijing. The Temple House in Chengdu is due to open in Q2 2015 and EAST, Miami in Q4 2015.

Swire Hotels has also created a stylish collection of locally inspired hotels in the UK: the first Chapter Hotel, The Montpellier Chapter, opened in Cheltenham in 2010 and was followed by The Magdalen Chapter in Exeter.

A restaurant division was set up in 2013 to manage the company's stand-alone restaurant operations. Our first restaurant Plat du Jour opened in November 2013 followed by Public and Ground Public in Quarry Bay and The Continental in Pacific Place which opened in October 2014.

About Christian Louboutin

Christian Louboutin was created in 1992 when Louboutin opened his first store at 19 Jean-Jacques Rousseau in Paris. The brand currently has over 100 stores worldwide including a number of dedicated Men's boutiques. A seminal volume entitled 'Christian Louboutin' charts the success of the company over the last two decades, published by Rizzoli.

Recent collaborations with legendary Parisian Cabaret 'Crazy Horse' and the Walt Disney Company, along with special projects with those from the worlds of music, art and film typify the creative dexterity of the designer. A retrospective exhibition of his inventive designs was held in 2012 at London's prestigious Design Museum and more recently at the Design Exchange in Toronto, Canada.

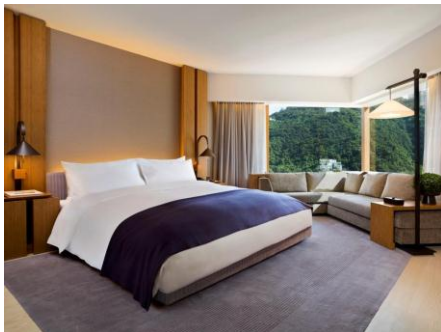
A woman's beauty has always been at the centre of Louboutin's inspiration, and the Summer of 2014 welcomed the launch of Christian Louboutin Beauté with its first nail colour, Rouge Louboutin, followed by 30 additional shades categorized into three groups: the Nudes, the Noirs and the Pops.

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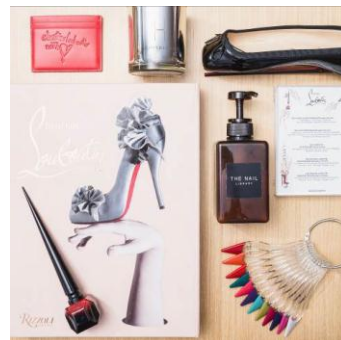
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Studio 70 - The Upper House



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Louboutin Sole Pedicure

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