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**THE PENINSULA SHANGHAI LAUNCHES THE LIFESTYLE ACADEMY: MASTER CLASSES FOR ENJOYING THE FINER THINGS IN LIFE**

***A new series of lifestyle events for guests helps cultivate personal style, epicurean connoisseurship, cotillion, banquet hosting and the enjoyment of luxury car racing***

As an award-winning purveyor of style and luxury in a discerning city, The Peninsula Shanghai believes in the intrinsic qualities for a refined life: style and etiquette, gourmet connoisseurship, aesthetic sensibility and sporting skills. Until now, gaining knowledge and appreciation of these refinements under the guidance of an acknowledged expert was the preserve of a fortunate few. The Peninsula Shanghai Lifestyle Academy now offers hotel guests a suite of carefully created lifestyle, cultural, gastronomic and sporting experiences that elevate modern living to new heights.

“The new Lifestyle Academy gives guests the opportunity to enjoy experiential and insightful learning that will enable them to look, live and feel on top of the world”, said Mr. Joseph W.Y. Chong, General Manager of The Peninsula Shanghai. “We designed the Lifestyle Academy to offer unique and transformative experiences that give guests a fresh take on their own individual lifestyle”.

Among The Peninsula Lifestyle Academy’s signature offerings is a **Bespoke Personal Styling** service enabling guests to look and feel like a million dollars. Guests will receive an expert in-depth style consultation to assess their sartorial needs. The tailor-made style journey continues with a one-of-a-kind VIP shopping experience in The Peninsula Arcade, followed by a private fitting in the comfort of a Peninsula suite.

The **Luxury Culinary Ingredients** cookery class will thrill food lovers and connoisseurs alike. Guests can learn about fine ingredients from the land, including truffles, foie gras and olive oil; or from the sea, such as caviar, oysters, lobster and sea urchins.

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The **Arts de la Table** programme brings together creative industry experts to share specialist knowledge regarding table décor for dinner parties and cocktail receptions. Advice will also be given on canapé selections, essential cocktails, flower arrangements and choosing the right wine menu.

The Peninsula Shanghai is especially pleased to introduce the first **Cotillion** in Shanghai, which will commence in September. Cotillion is a long-standing European tradition for teenagers, aged from 11 to 14, who are preparing for their social debut. The Peninsula Shanghai’s Cotillion class offers each participant the opportunity to learn ballroom dancing, formal manners and social etiquette in a fun and friendly atmosphere.

Luxury car culture is diversifying fast in China, and adrenaline-seeking guests will have the opportunity to “get behind the wheel” and embark on an exciting **MINI Experience**. The private driving session will be taught by a professional MINI instructor with lots of racing experience. In addition to this exhilarating experience, guests can also gain access to the Shanghai International Circuit F1 venue.

The Peninsula Lifestyle Academy bookings can be secured by contacting The Concierge on (86 21) 2327 2888 Ext.6525 or by email at: conciergepsh@peninsula.com. Bookings are advisable with five days advance notice and are subject to availability. A 12- hour cancellation window is required prior to the class. Prices are subject to change. All Peninsula Lifestyle Academy activities are conducted in English and Putonghua. An interpreter can be arranged, as required, at an additional cost depending on the language requirements of each guest.

**About The Peninsula Shanghai**

The Peninsula Shanghai features 235 comfortable guest rooms and suites, three restaurants – Yi Long Court for Cantonese dining, Sir Elly’s serving modern European cuisine and The Lobby offering Afternoon Tea – plus the maritime-themed Compass Bar and nightly dancing at the timeless Salon de Ning. In addition, the hotel offers guests a suite of massage and wellness therapies at The Peninsula Spa plus The Peninsula Arcade, which is home to more than 28 deluxe international brand stores and The Peninsula Boutique, which stocks a wide range of branded Peninsula merchandise and gourmet treats.

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Incorporated in 1866 and listed on The Stock Exchange of Hong Kong (00045), HSH is the holding company of a Group which is engaged in the ownership, development and management of prestigious hotel, commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of transport, club management and other services. The hotel portfolio of the Group comprises The Peninsula Hotels in Hong Kong, Shanghai, Beijing, New York, Chicago, Beverly Hills, Tokyo, Bangkok, Manila and Paris (opening in 2013). The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and The Peak Tramways, St. John’s Building, The Landmark in Ho Chi Minh City, Vietnam and the Thai Country Club in Bangkok, Thailand.

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