

THE PENINSULA

HONG KONG

FOR IMMEDIATE RELEASE

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THE PENINSULA HONG KONG LAUNCHES THE LIFESTYLE ACADEMY: MASTER CLASSES TO FINESSE THE FINER THINGS IN LIFE

The Grande Dame of Hong Kong launches a series of lifestyle programmes for guests to cultivate personal style, etiquette, epicurean connoisseurship, floral design and pro-golf

As the embodiment of style and luxury for the past 84 years The Peninsula Hong Kong believes in style and beauty from the inside out. At the heart of the hotel's heritage are the qualities intrinsic to a refined life: etiquette, gourmet connoisseurship, aesthetic sensibility and sporting skills. Experiencing these is one thing; however, learning to appreciate them under the tuition of an authority in the subject remains the preserve of a fortunate few. The Peninsula Lifestyle Academy offers hotel guests expert-designed and led Lifestyle Academy programmes, giving them the opportunity to build their knowledge in a fun environment with confidence and flair.

“We created The Lifestyle Academy to give guests the opportunity to experience a level of fun and insightful learning that will enable them to look, live and feel their absolute best”, says The Peninsula Hong Kong General Manager, Ms Rainy Chan. “The Style Academy, for example, offers a transformative, holistic styling service that has been designed to give guests a fresh new take on their individual style, in ways they may never have even thought possible. This approach is echoed throughout the programme as a whole”.

The Style Academy

Building on The Peninsula's longstanding ties with an array of established luxury houses, The Peninsula Style Academy offers guests a bespoke styling service to enable them to look, live and feel their optimal best. Upon booking, each guest will first receive an in-depth style consultation with professional Style Consultants to assess their sartorial needs. Their tailor-made style journey then begins with a one-of-a-kind VIP shopping experience, both in The Peninsula Arcade and beyond. Bespoke style consultations, private collection viewings, access to limited edition and one-of-a-kind pieces, and in-store VIP incentives will define this unique guest offering.

Half-Day Style Academy Programme

A personalised styling session with professional Style Consultants over light refreshments in a suite at The Peninsula, is followed by a customised style journey, expertly married with the latest trend forecasts. The Half-Day programme includes a luxury Rolls-Royce Extended Wheelbase Phantom limousine that will wait on standby to take guests to specialised VIP store visits tailored to their individual requirements. The Half-Day programme is from 10:00 am to 2:00 pm, and is priced at HK 11,888* per person (*including an accompanying partner or child over 10 years of age).

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Full-Day Style Academy Programme

A uniquely personalised styling session with professional Style Consultants over light refreshments in a suite at The Peninsula is followed by a customised style journey, including a Rolls-Royce Extended Wheelbase Phantom limousine that will wait on standby. This full day of activities includes a complete programme of styling tailored to the guest's individual requirements.

The Full-Day Style Academy programme includes VIP store visits, exclusive luxury brand showcases and lunch with professional Style Consultants. The Full-Day programme begins at 10:00 am and ends at 7:00 pm, and is priced at HK \$23,888* (*guests can be accompanied by a partner or child over 10 years of age).

Additional Style Academy services include a grooming master class with a professional fashion industry make-up artist and a hair stylist, on request, priced at HK \$3,900; specialist Single Item Sourcing, priced at HK \$3,900; Special Event Styling with the professional Style Consultants (for a minimum four-hour consultation), priced at \$7,800; and additional consultation time, priced at \$1,950 per hour.

Etiquette For Children

Taught by a seasoned expert with over 20 years of experience in the field, The Lifestyle Academy Etiquette Classes offer a fun, informative environment for children from aged seven to twelve years old, in which they learn the rudiments of how to become a Little Lady or a Little Gentleman. They will learn the social graces and gain confidence to make a good first impression and tackle table manners with ease.

First Impressions Count

In a social setting it takes just three seconds to make a vital first impression. Children enrolled in this fun, informative class will learn why making a positive first impression is so important, and the tools they need to do so. Priced at HK\$ 1,288 per child, this one and a half hour class includes The Peninsula Afternoon Tea for children. Class capacity allows for a minimum of 10 students at any one time.

Mind Your Table Manners

Equip your child with the skills to dine at a Western-set table with ease. This two-hour, expert-led class uses a fun, educational approach to teach children the fundamentals of proper table manners and takes the guesswork out of tackling a three-course table setting, as well as tricky dishes such

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as spaghetti, fish and meat on the bone. Class capacity allows for a minimum of 10 students at any one time and is priced at HK\$ 1,888 per class.

Epicurean Connoisseurship

Guests gain a greater understanding of the gastronomic lexicon under the tutelage of The Peninsula's team of chefs. Much more than a vocabulary lesson, these classes are designed to foster an appreciation of gourmet dishes and their key ingredients, as well as the wines with which they are perfectly paired.

The Caviar Connoisseur

Delicacies such as caviar are best appreciated in the context of their geographical provenance; with an understanding of how best to source, prepare, enjoy and pair them with Champagne and fine wines. Caviar and Champagne will be sampled under the expert tutelage of The Peninsula's team of chefs. This one and a half-hour Lifestyle Academy class is priced at HK\$ 5,888 per person.

The Chocolate Connoisseur

Guests get a fascinating look into The Chocolate Room at The Peninsula, where Maitre Chocolatier Marijn Coertjens offers a revealing insight into his art. Maitre Coertjens will take guests on a journey of discovery, delving into different varieties of cocoa beans, where they come from, and the methodology of creating fine chocolates, followed by an indulgent chocolate tasting in this one and a half-hour class, priced at HK\$ 2,888 per person.

The Art of Chinese Tea Appreciation

Offering an immersion in the art of Chinese tea appreciation, this one and a half-hour class with the resident Chinese Tea Master at The Peninsula's Cantonese restaurant Spring Moon, focuses on the cultural importance of tea drinking in Chinese history. A tasting of tea varieties with an emphasis on their myriad health benefits is an exciting element of this class, which is priced at HK\$ 2,888 per person.

Floral Design Workshops

As every good host knows, the setting of a soirée is every bit as important as the cuisine that you serve your guests. As a result, the art of floral design is the foundation of these informative classes, which are led by The Peninsula's resident florist.

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An Introduction to Floral Design

Based on the premise of a back to basics approach to floral design, this “how-to” workshop examines exquisite ways in which to assemble floral arrangements, combine colours, ensure the longevity of cut flowers and simply create a beautiful floral arrangement. This two and a half-hour lesson is priced at HK\$ 3,888 per person.

Inspirational Tablesapes

The tools of the florist’s trade take centre stage in this tutorial on how to co-ordinate flowers, candles, accessories and decorative vases to create a scene-stealing table setting. This two and a half-hour, expert-led class is priced at HK\$ 3,888 per person.

The Pro-Golf Academy

Guests looking to improve their game of golf need look no further than these unique Pro-Golf Academy programmes that are guaranteed to bring a spring to any golfer’s swing.

Golf Master Class

Guests receive an exclusive “MAT-T Fitting Session”, reserved for Peninsula guests at the TaylorMade Performance Lab to assess their golfer’s handicap, while TaylorMade’s resident golf pro offers a unique experience of fitting guests with customised golf clubs. This invaluable three-hour class provides the tools necessary to improve any golfer’s handicap, mapped by MAT-T technology to precisely instruct how this can be achieved. The Master Class includes a chauffeured MINI Clubman transfer to and from The Peninsula Hong Kong. Classes are by appointment only and are priced at HK\$ 2,388 per person.

Fly and Putt

Take off from The Peninsula’s rooftop helipad for Hong Kong’s only helicopter golf experience. Arrive in style via the hotel’s twin-engine Squirrel helicopter at Kau Sai Chau, Hong Kong’s most scenic golf course set amid the islands of the Sai Kung archipelago. Tee off with a personal coach for a bespoke instructor-led session of either two hours on a one-to-one basis, priced at HK\$ 23,888 per person, or of four hours with a group of between three and four participants, priced at HK\$ 8,888 per person.

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For The Peninsula Style Academy bookings can be secured at the time of room reservation, or by contacting Guest Relations on ext. 6535 or by email at: guestrelationsphk@peninsula.com. For classes encompassing the Pro-Golf Academy and Floral Design Workshops, guests will be able to book via the Concierge on ext. 6500 or by email: conciiergephk@peninsula.com. For classes on Etiquette for Children and Epicurean Connoisseurship, guests will be able to book via the Food and Beverage Office on ext. 6693 or by email at diningphk@peninsula.com.

Hotel guests are required to book The Peninsula Lifestyle Academy classes prior to their arrival in Hong Kong, with at least 48 hours' advance notice. Bookings are advisable with five days advance notice for The Peninsula Style Academy and seven days advance notice for The Pro-Golf Academy Fly and Putt classes. Bookings will be subject to availability and prices subject to change, with a 12-hour cancellation window required (unless otherwise specified) prior to the class. Pro-Golf Academy Fly and Putt classes are subject to three day's advance cancellation. 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.

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About The Hongkong and Shanghai Hotels, Limited (HSH)

Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), HSH is a holding company whose subsidiaries, associates and jointly controlled entity are engaged in the ownership and management of prestigious hotel, commercial and residential properties in key destinations in Asia, the USA and Europe, as well as the provision of transport, club management and 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.

For further information, please contact:

Ms Olivia Toth
Director of Public Relations
The Peninsula Hong Kong
Salisbury Road, Tsim Sha Tsui, Kowloon, Hong Kong
Telephone : (852) 2696 6605
Fax : (852) 2696 6633
E-mail : oliviatoth@peninsula.com
Website : www.peninsula.com
Digital Photo Library : www.peninsula.com/pdl
Broadcast Video Library : www.thenewsmarket.com/thepeninsulahotels