

# THE PENINSULA

S H A N G H A I

上海半岛酒店

1 July 2010

## THE PENINSULA ARCADE OPENS IN SHANGHAI AND WELCOMES TWENTY-FOUR INTERNATIONAL LUXURY BRANDS

*Twenty-four high-end retailers add their signature of exclusivity to The Peninsula Arcade,  
Shanghai's most exclusive shopping destination*

The Peninsula Shanghai is proud to announce the official opening of The Peninsula Arcade on 1 July 2010. Shanghai's most exclusive shopping destination features 25 international luxury boutiques, two of which have already been selected by their respective brands as their mainland China flagship stores.

The two-storey, 7,000 sq m (75,000 sq ft) Peninsula Arcade is home to the following 24 exclusive brands: Ascot Chang, Berluti, Brioni, Canali, Chanel, Chaumet, Chopard, Emporio Armani, Georg Jensen, Giorgio Armani, Graff, My Wedding Atelier, Piaget, Prada, Ralph Lauren, roberto botticelli, Salon denis, Silvano Lattanzi, Shanghai Tang, Sonia Rykiel, St. John, Stefano Ricci, Tang Yun and Valentino.

The Peninsula Boutique will offer Peninsula-branded gifts including the celebrated Peninsula Chocolatier chocolates and Peninsula Connoisseur teas, together with a wide range of Peninsula merchandise and a flower corner.

Chanel and Berluti have both chosen stores at The Peninsula Arcade to become their brand flagships in China. Graff, which partners exclusively with The Peninsula Hotels in Asia, has made The Peninsula Arcade in Shanghai its debut mainland China location, following store openings in Hong Kong and Tokyo.

Ascot Chang [www.ascotchang.com](http://www.ascotchang.com)

Berluti [www.berluti.com](http://www.berluti.com)

Brioni [www.brioni.com](http://www.brioni.com)

Canali [www.canali.it](http://www.canali.it)

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Chanel	<a href="http://www.chanel.com">www.chanel.com</a>
Chaumet	<a href="http://www.chaumet.com">www.chaumet.com</a>
Chopard	<a href="http://www.chopard.com">www.chopard.com</a>
Emporio Armani	<a href="http://www.emporioarmani.com">www.emporioarmani.com</a>
Georg Jensen	<a href="http://www.georgjensen.com">www.georgjensen.com</a>
Giorgio Armani	<a href="http://www.giorgioarmani.com">www.giorgioarmani.com</a>
Graff	<a href="http://www.graffdiamonds.com">www.graffdiamonds.com</a>
My Wedding Atelier	
Piaget	<a href="http://www.piaget.com">www.piaget.com</a>
Prada	<a href="http://www.prada.com">www.prada.com</a>
Ralph Lauren	<a href="http://www.ralphlauren.com">www.ralphlauren.com</a>
roberto botticelli	
Salon denis	
Silvano Lattanzi	<a href="http://www.silvanolattanzi.it">www.silvanolattanzi.it</a>
Shanghai Tang	<a href="http://www.shanghaitang.com">www.shanghaitang.com</a>
Sonia Rykiel	<a href="http://www.soniarykiel.com">www.soniarykiel.com</a>
St. John	<a href="http://www.sjk.com">www.sjk.com</a>
Stefano Ricci	<a href="http://www.stefanoricci.com">www.stefanoricci.com</a>
Tang Yun	<a href="http://www.tyhx-hrf.com">www.tyhx-hrf.com</a>
The Peninsula Boutique	<a href="http://www.peninsulaboutique.com">www.peninsulaboutique.com</a>
Valentino	<a href="http://www.valentino.com">www.valentino.com</a>

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## **THE PENINSULA ARCADE IN SHANGHAI CONFIRMS TWENTY-FOUR INTERNATIONAL LUXURY BRANDS – 3**

In Shanghai, retail spending patterns are rapidly changing with consumers in this dynamic, globalised city increasingly keen to pursue a stylish and quality-driven lifestyle. Rising affluence, plus the city's enhanced international profile from hosting the 2010 World Expo, means Shanghai is becoming home to a burgeoning portfolio of leading fashion and luxury brands keen to introduce their products to this flourishing market.

Appealing to the shopper seeking a refined balance of quality, elegance and luxury, The Peninsula Arcade brings together the world's leading retail marques in an atmosphere of sophistication and style on Shanghai's celebrated Bund. Many of these high-end boutiques are planning to launch premium products and retail concepts that will offer Chinese consumers the very latest in cutting-edge luxury.

Conveniently located on Shanghai's world-famous Bund riverfront, The Peninsula Arcade features a deluxe collection of high-end brand boutiques similar to those found at the retail arcades of The Peninsula Hong Kong and The Peninsula Beijing. The Peninsula Shanghai also offers shoppers an exquisite menu of additional services, ranging from world-class gourmet restaurants, chic cocktail bars and becalming spa treatments to spellbinding views of the Huangpu River and the soaring Pudong skyline.

The Peninsula Arcade, located at The Peninsula Shanghai, 32 The Bund, 32 Zhongshang Dong Yi Road, Shanghai (motor vehicle entrance on Beijing East Road), is managed by The Peninsula Hotels. In China, the group also operates The Peninsula Arcades at The Peninsula Beijing with over 50 brands, and at The Peninsula Hong Kong with over 80 brands.

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## THE PENINSULA ARCADE IN SHANGHAI CONFIRMS TWENTY-FOUR INTERNATIONAL LUXURY BRANDS – 4

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 2012). 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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Broadcast Video Library :  
[www.thenewsmarket.com/thepeninsulahotels](http://www.thenewsmarket.com/thepeninsulahotels)

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