**19 August 2014**

**FROM KNIGHTSBRIDGE TO KLÉBER -**

**THE PENINSULA PARIS ON DISPLAY IN HARRODS**

***This September window shoppers get a glimpse of the City of Light’s latest palace,***

***together with a very special accommodation offer***

Two of the world’s most luxurious heritage brands come together from 2 September until 7 October 2014 as The Peninsula Hotels partners with Harrods, London’s most prestigious department store, with a window display featuring the newly opened Peninsula Paris. The Parisian influence continues into October, with images of the hotel on four giant screens positioned at the various entrances and escalators around the store from 1 to 28 October 2014.

The window, facing Hans Crescent, features a stunning night shot of the hotel, together with six digital windows along the store’s façade showcasing images of the hotel.

The display also showcases 200 suspended crystal “dancing leaves” - miniature versions of those forming the stunning “Dancing Leaves” installation in the Lobby of The Peninsula Paris. Designed to replicate the leaves on the plane trees lining Avenue Kléber, the bespoke chandelier comprises 800 individual, hand-blown crystal leaves, designed and created by the renowned Lasvit atelier in the Czech Republic – the longest and most challenging project ever undertaken by Lasvit.

A QR code on the window display enables viewers to instantly access information on the hotel, together with “Knightsbridge to Kléber” - an exclusive accommodation offer granting a 15% reduction on room rates, a guaranteed upgrade and the celebrated Peninsula Afternoon Tea for two in The Lobby. Valid for stays from 1 October to 30 December 2014, bookings must be made during the window display period.

“This is the first time that The Peninsula Hotels has utilised a window display as an element of our marketing strategy. We wanted to introduce the artisanship and glamour of the newly opened Peninsula Paris in an innovative and engaging way - the crystal leaves forming part of the display are hand-blown miniature versions of the stunning crystal “Dancing Leaves” signature art installation in the Lobby and a core motif throughout the hotel, and we hope that they give a hint of the wonders awaiting guests in Paris”, said Robert Cheng, Vice President Marketing of The Peninsula Hotels. “As The Peninsula Paris represents

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our group's first hotel in Europe, we wanted to ensure that the brand's presence is reinforced throughout the continent, so London - being the next European destination where we are planning a hotel (having entered into an agreement with Grosvenor to develop a site on Hyde Park Corner) - was the perfect location, and Harrods, with its long history, high visibility and unique positioning, was the perfect partner for us. Lastly of course, we look forward to welcoming Harrods’ customers with this very special offer at The Peninsula Paris. From Harrods, London’s powerhouse of luxury shopping, to Paris, one of the world’s top spots for retail therapy, offering everything from international luxury brands to quaint boutiques, charming stores and more - it’s a serious shopper’s dream!”

Opened on 1August 2014, The Peninsula Paris sets spectacular new standards in design, luxury and comfort with a meticulously restored and modernised century-old classic building on Avenue Kléber in the heart of the elegant 16th arrondissement, close to the Arc de Triomphe, Champs Elysées and some of the world’s most famous monuments, museums and luxury shopping districts.

The heritage building was formerly one of Paris’ leading “*grands hotels”* which opened in 1908 at the height of the Belle Epoque, and quickly became one of France’s most celebrated *“grands hotels”* and Paris’ most glamorous and stylish addresses, welcoming Parisians and visitors from near and far. The Peninsula takes up this challenge once more, celebrating the very best of old and new, and bringing French *art de vivre* and *savoir-faire* to new levels.

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**About Harrods**

Harrods is a leader in luxury retail, renowned for its exclusive product selection and unrivalled customer service.

Steeped in history, the iconic establishment was opened by Charles Henry Harrod in 1834 with humble beginnings as an East End grocer and tea merchant. After moving to Knightsbridge in 1849, the Harrods legend was born. Now under the ownership of Qatar Holding since 2010, Harrods remains to be one of the most distinguished department stores in the world.

Exquisite merchandise spans seven floors and 330 departments, ranging from haute couture fashion and luxury accessories to the finest homewares and latest technology. The store has 28 eateries to satisfy every taste and continues to enhance its stellar restaurant portfolio, which includes Galvin Demoiselle, Bentley’s Seagrill and the famous Georgian Restaurant, not to mention the opulent 100-year-old Food Halls.

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The store also offers a selection of premier services such as By Appointment Personal Shopping and The Penthouse - a private area offering clients bespoke service in a beautiful and relaxing environment.  Other in-store services include the Urban Retreat Spa, a concierge, Harrods Bank and The Studio – an exclusive interior design service.

Guided by its global mantra “anything is possible”, Harrods continues to surpass the expectations of its visitors and offers an unparalleled shopping experience to all who walk through its doors.

**About Katara Hospitality**

Katara Hospitality is a global hotel owner, developer and operator, based in Qatar. With over 40 years’ experience in the industry, Katara Hospitality actively pursues its strategic expansion plans by investing in peerless hotels in Qatar while growing its collection of iconic properties in key international markets. Katara Hospitality has set a target of owning and / or managing 30 hotels by 2016 and 30 more over the following decade. Aiming to become one of the leading hospitality organisations in the world, the company is supporting Qatar’s long term economic vision.

Katara Hospitality currently owns properties spread across three continents: Qatar, Egypt, Morocco, France, Germany, Italy, Spain, Switzerland, The Netherlands, Singapore and Thailand. While partnering with some of the finest hotel operators, Katara Hospitality also owns its own operator brands: The Bürgenstock Selection and Merweb Hotels.

[www.katarahospitality.com](http://www.katarahospitality.com)

**The Hongkong and Shanghai Hotels, Limited (HSH)**

Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), The Hongkong and Shanghai Hotels, Limited is the holding company of a Group which is engaged in the ownership, development, and management of prestigious hotels and commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of tourism and leisure, club management and other services. The Peninsula Hotels portfolio comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula Tokyo, The Peninsula Bangkok, The Peninsula Manila, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, and The Peninsula Paris. Projects under development include The Peninsula London and The Peninsula Yangon. The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and St. John’s Building in Hong Kong; The Landmark in Ho Chi Minh City, Vietnam; 1-5 Grosvenor Place in London, UK, and 21 avenue Kléber in Paris, France. The clubs and services portfolio of the Group includes The Peak Tram in Hong Kong; Thai Country Club in Bangkok, Thailand; Quail Lodge & Golf Club in Carmel, California; Peninsula Clubs and Consultancy Services, Peninsula Merchandising, and Tai Pan Laundry in Hong Kong.

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