

IN-STORE

## Peninsula showcases luxury by providing Bond fans with themed promotion

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*Peninsula Hotel Hong Kong facade*

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By FORREST CARDAMENIS

The Peninsula Hotels is celebrating the upcoming James Bond film “Spectre” with a variety of promotions and exhibitions.

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**Luxury Daily**

An exhibition of long-time Bond photographer Terry O’Neill’s work will be on display at the Hong Kong hotel, which will also provide fans and patrons with a “Bond-worthy Stay.” Given the continued success of 007 films for over half a century and the dedication of many fans, it is advantageous for brands to align themselves with the debonair character in hopes of enticing consumers and Bond-admirers.

"At The Peninsula, we’re always keen to curate one-of-a-kind experiences for our guests," said Winvy Lung, director of public relations at Peninsula Hong Kong. "We’re honoured to bring acclaimed British photographer Terry O’Neill’s work to Hong Kong in tandem with the Hong Kong premiere of Spectre, which not only provide a chance for Peninsula guests to meet this iconic artist, savour a specially created dinner menu paired with the Bollinger Spectre limited edition, but also enjoy a stay that’s fit for James Bond."

From Hong Kong, with love

Mr. O'Neill, who has the distinction of having worked with all six incarnations of the iconic spy and released a photography book entitled "All About Bond" to coincide with the release of the previous film, "Skyfall," and to commemorate the character's 50th anniversary, will be present to discuss his work and reveal stories behind his photographs.



*Sean Connery, the first Bond, in 1971*

In addition to access to the exhibition, the "Bond-worthy Stay" will also offer a dinner at French fine dining restaurant Gaddi's, which will showcase its "License to Thrill" with courses taken from or inspired by Bond films and limited-edition Champagne from Bollinger created in conjunction with the release of "Spectre."

A helicopter tour of the city is an optional expense, but guests will be treated to Rolls-Royce transfers and cocktails – shaken, not stirred, of course – no matter what.



*Limited-edition 007 Champagne from Bollinger*

The package connects the dots between the character's luxurious experiences and the hotel's own offer, suggesting that stays at the hotel are the closest fans can get to mimicking the non-violent portions of Bond's lifestyle.



*Peninsula' Rolls-Royce fleet*

This is not the first time the Peninsula Hotel Hong Kong has paired itself with Bond. In 1974, the hotel housed the cast and crew of "The Man With The Golden Gun" and

permitted filming of its exteriors and suites. The film makes mention of the hotel's fleet of Rolls-Royce Silver Shadows, displaying the brand's continuity in its continued use of Rolls-Royce vehicles.

The hotels are not enough

Automakers are just as eager to attract fans of the James Bond franchise.

British automaker Aston Martin is commemorating its role in the James Bond film franchise over the last 50 years with a new limited-edition model tied to the release of Spectre.

The DB9 GT Bond Edition, of which only 150 will be produced, includes a host of accessories and trim features that honor the link between the fictitious spy and his car of choice. This model is apt to appeal to both car and film collectors, allowing them to have a piece of the Bond world in their own garage ([see story](#))

In addition to Aston Martin, British automaker Land Rover Jaguar is continuing its connection with James Bond by providing automobiles for the character in the upcoming film, Spectre.

The film, slated for a Nov. 6 release and Oct. 26 premiere in London will feature the Jaguar C-X75, Land Rover Defender and Range Rover SVR. The continual inclusion of Jaguar Land Rover vehicles in James Bond films allows the brand to associate with the franchise and the character ([see story](#)).

Just as iconic as James Bond's cars are his suits.

Accordingly, U.S. apparel label Tom Ford recently announced it is reprising its role as the brand behind the attire of James Bond in the upcoming film, Spectre.

High-end brands often work with the costume designers of Hollywood films due to the relationship the label oftentimes has already established with the actors, or to create a large field of visibility for its products. The James Bond franchise is an especially good match for a luxury brand due to the sophistication of the clothing worn by the character, the situations he finds himself in and, of course, his sports cars ([see story](#)).

"The Peninsula and James Bond share a history of glamour, refinement and timeless style," Ms. Lung said.

"Both well-recognized names are the epitome of exemplary service in the hospitality industry and the world of secret agents respectively."

Final Take

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