

EVENTS/CAUSES

## Mandarin Oriental shares fashionable “My Hong Kong” with visitors

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*Landmark Mandarin Oriental, Hong Kong*

By FORREST CARDAMENIS

The Landmark Mandarin Oriental, Hong Kong is stressing its range of interests and concerns with a showcase of creative talent.

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The "My Hong Kong" event will feature the work of three Hong Kong designers within its walls and raise funds to help benefit Bring Me A Book Hong Kong (BMABHK), an early-literacy charity. Creating ties with the local community by giving young artists a chance and contributing to philanthropic endeavors helps give a brand an edge in the crowded hospitality sector.

"With this one-of-a-kind Hong Kong themed project that showcases the best of Hong Kong and give back to the communities, we look at reaching both travelers and locals, who are all invited to join a style journey and get involved in an online charity bidding in aid of Bring Me a Book Hong Kong," said Jessica Chong, director of public relations at **Landmark Mandarin Oriental**, Hong Kong. "The guests could learn about the inspirations from three top homegrown talents and get a chance to bid for their unique Hong Kong inspired fashion pieces."

### My Hong Kong

My Hong Kong will take place from April 20 to May 3 and will feature the works of Anais Mak of Jourden, Eugene Leung of Injury and Melissa Bui, who launched her own collection in 2013. Each designer will design apparel influenced by the city.

Because most guests are unlikely to be familiar with the city, they often expect hotels to help acculturate them. A showcase for designers inspired by the city helps Mandarin Oriental provide those guests with an authentic experience of the city's local culture.



*Jourden ss16 collection*

Ms. Mak rose to prominence after winning a Vogue Italia contest and co-founding Jourden. Her avant-garde designs received acclaim when they premiered at Paris Fashion Week in 2012 and are praised as "unapologetically feminine" and recognizable by distinctive silhouetting.

Mr. Leung of Injury is self-taught, with a background in architecture and graffiti showing through in his futuristic and Gothic designs. Ms. Bui's collection, a vintage-inspired women's ready-to-wear, launched in 2013 and is notable for its embroidery detailing.



*Injury ss15 collection*

"The designers included in the Landmark Mandarin Oriental Hong Kong program represent a strong cross-section of the international fashion community," said Taylor Rains, managing partner at [Flugel Consulting](#), Charleston, SC.

"More importantly, however, they have dedicated themselves to showcasing the unique culture of Hong Kong with this project - something likely to resonate with the Mandarin Oriental guest.

"The brand has always been committed to providing guests with unique experiences at their properties, and this partnership offers the ideal marriage of art and culture."

Alongside the Hong Kong-inspired works of each designer will be a curated "Style Journey," giving viewers a peek at the influences and inspirations of each designer and a closer look at their work.

After ending its two-week run at the hotel, the works will next be shown on May 20 at the BMABHK 10 Year Anniversary Gala Dinner, where they will be auctioned off for charity. The auction is silent but will also take place online, allowing access for an international audience and therefore generating more funds, which will be used on books and reading facilities for children.



*Melissa Bui ss16 gown*

While working with local talent gives visitors a taste of the city's culture, exhibitions such as My Hong Kong will also appeal to locals already familiar with the participants. Giving locals their first taste of the brand could have long-term benefits.

"Having celebrated ten iconic years with renowned fashion collaborations, The Landmark Mandarin Oriental is a chic boutique retreat in the heart of Hong Kong's business and fashion districts," Ms. Chong said. "Famed for our stunning contemporary design, peaceful ambience and impeccable service, we offer guests a highly exclusive experience that exudes style and serenity, and we feel we are part of the fashion world."

Because travelers are overwhelmed with hospitality options, hotels must appeal as an option that provides more than a place to sleep. Providing cultural experiences is one way to do that.

"The nature of the promotion seems to have equal draw for locals and travelers," Mr. Rains said. "The on-property installation will certainly be a draw for the travel market; however, the gala and charitable auction has the potential to appeal to guests and residents alike.

"In addition, opening up the auction to the wider Mandarin Oriental market extends the reach of the partnership well

outside the immediate market, affording brand loyalists from across the globe the opportunity to participate in the event," he said.

#### Mix and match

Mandarin Oriental hotels often stays attuned to local happenings, leveraging them to make a lasting impression with consumers.

For example, the brand's sister Hong Kong property is also attracting new guests by keeping its ties to the art world strong via a partnership with Art Basel.

This will be the fourth year that the property is the official hotel partner for the Art Basel show in Hong Kong, a track record that authenticates the hotelier's interest in and ties to art. The partnership, along with the hotel's themed promotions, will help it reel in a cultured and influential audience that all luxury brands covet ([see story](#)).

In addition, luring guests with the promise of fashion is also an ongoing trait for Mandarin Oriental.

A pair of Mandarin Oriental hotel properties is offering travelers a fashionable and exclusive escape with the brand's Style My Suite package.

The Style My Suite package is available at the brand's hotels in New York and Milan, two of the world's largest fashion cities, and includes tailor-made experiences. Exclusive opportunities and accessories that come with the package will appeal to eager fashionistas the world over ([see story](#)).

"Art and high fashion go hand in hand," Mr. Rains said. "The Mandarin Oriental brand has always maintained strong ties with the art world, and fashion is a natural extension for it. Hong Kong also is consistently recognized as one of the world's fashion capitals, making it a perfect location for Mandarin Oriental to offer such a showcase.

"Mandarin Oriental's mission hinges on delighting their guests and offering them nothing short of the best - both in their stay and their on-property experience," he said. "This partnership more than satisfies those core values.

"The brand has recruited some of the world's top fashion talent and is using them to curate a unique and memorable experience for their guests. On top of that, the charitable component of the initiative demonstrate's the brand's commitment to social responsibility in their respective properties' communities."