

IN-STORE

Peninsula partners with jewelers to provide guests exclusive access

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Peninsula Legendary Artisans promotional photo

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The Peninsula Hotels is highlighting its own artistry by showcasing the work of other "Legendary Artisans" in its shopping arcade.

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The hotel's Hong Kong, Shanghai and Beijing properties will work with a number of fashion and jewelry brands to give guests exclusive access to new products and content. While the attraction highlights the works of high-end brands in other sectors and offers consumers a priceless experience, the association also shines a positive light on Peninsula.

Back to the arcade

For the entire month of June, The Peninsula Hong Kong, The Peninsula Shanghai and The Peninsula Beijing Arcades will showcase exclusive collection launches, store animations and even culinary collaborations for the hotelier's "Legendary Artisans" program.

Guests will gain insights into brands such as Harry Winston, Tiffany, Van Cleef & Arpels and Cartier, among several others. Showcases will take consumers behind the scenes and reveal heritage stories and craftsmanship technique.



The Peninsula Hong Kong

Goyard will debut a Peninsula Edition Bourget trolley suitcase, while Chanel will demonstrate its watchmaking

expertise through the Paris in Rome Mtiars d'Art fashion collection. Graff will decorate the hotel with its Graff Butterfly collection, with a Butterfly themed window animation also featured.

Each hotel will have programming specific to the brands already showing in that particular Peninsula Arcade, where many brands first opened in Asia.

Harry Winston will preview 2016 Basel timepiece novelties that will be held in Asia until the fourth quarter, giving Peninsula guests access to something no one else will have. The jeweler will also host its Art of Watchmaking exhibition at each hotel.



Peninsula Hong Kong shopping arcade

Van Cleef & Arpels and Cartier will hold collections and exclusive products in the Hong Kong hotel, while Beijing will feature special exhibitions by Graff and Bulgari. Tiffany will co-host afternoon tea with the hotel's pastry chefs, chocolatiers and dim sum chefs in both locations.

In Shanghai, meanwhile, Franck Mueller will offer 10 Peninsula edition watches exclusively for sale. Breguet will have afternoon tea workshops, in-store animations and a special clock in the lobby. La Perla will also be in Shanghai, offering a haute couture showcase with gold thread and handcrafted crystal pieces.



Peninsula Shanghai shopping arcade

The Peninsula Arcade offers concierge services, personalized gift-wrapping and hands-free shopping, with purchases being delivered to the guest room, making for a special shopping experience. By working with so many brands, The Peninsula further establishes its own shopping grounds as a priceless opportunity that competitors cannot match.

Likewise, working with so many recognizable brand names known for high quality goods positions Peninsula as an equally esteemed business.

Finding partners

Hotels often provide eased or exclusive access to high-end brands in the area to foster cross-sector ties and highlight their own positioning.

For example, Mandarin Oriental hotel properties are 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](#)).

Just as some brands targeted The Peninsula Arcade as their entry point into Asia, retailers sometimes seek out hotels

as a new point of sale.

In another recent case, shopping center Westfield London has brought the personal styling experience to affluent travelers with the help of virtual technology.

The mall is setting up shop at the Sanderson Hotel through the installation of a smart interactive mirror, allowing guests to browse and purchase apparel from designers including Gucci and Armani. The mirror is making its trial run from April 18-21 in the property's Loft Terrace suite, with the possibility of extending it to other hotels in the London area ([see story](#)).

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