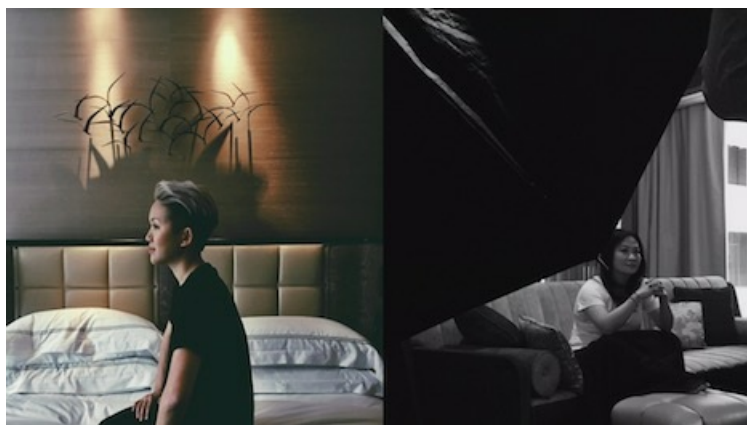


TRAVEL AND HOSPITALITY

Mandarin Oriental puts spotlight on women in month-long initiative

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Mandarin Oriental's Women's Day photo exhibit; image credit Kayla Wong

By STAFF REPORTS

The Landmark Mandarin Oriental, Hong Kong is marking Women's Month with a hotel-wide campaign that includes female-centric activations and experiences.

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Throughout the month of March, the property will host a charitable photographic exhibit, while the hotel's spa will offer a specialized treatment package. With this event kicking off on International Women's Day, Mandarin Oriental will be able to shine a spotlight on local figures while also rewarding female guests.

Women's March

Mandarin Oriental worked with fair trade fashion label Basics for Basics to arrange the exhibit, which was produced by Awethentic Studio. Artist and filmmaker Sean Lee-Davies photographed 10 local women, with the resulting images being displayed in the hotel's lobby and MO Bar.

The personalities featured within the series include professional swimmer Stephanie Au, chef May Chow and top model Janet Ma.

From March 8-31, consumers will be able to bid on the photographs as well as one-of-a-kind experiences offered by the women, with proceeds going to The Women's Foundation. For instance, race car driver Denise Yeung will bring the winning bidder for an on-the-track experience, while Quintessentially's group CEO for Asia Pacific Emma Sherrard Matthew is offering a breakfast or lunch mentoring session.



Denise Yeung, Stephanie Au and Kayla Wong

Other women featured include Desiree Au, a journalist who is also a board member of The Women's Foundation; Gabrielle Rush, the New Zealand consulate general to Hong Kong and Macau; health advocate Jo Soo Tang; singer Joyce Cheng and artist and philanthropist Karen Mok.

"The photographs are not only beautiful artworks," said Torsten van Dullemen, general manager of The Landmark Mandarin Oriental, Hong Kong. "They offer all of us an unusual insight into these extraordinary personal experiences, each woman's dreams and the challenges they have overcome."

Those in attendance for the private International Women's Day luncheon on March 3 will get a first look at the photographs. In addition to the event, silent bidding will be available on The Women's Foundation's Web site.

In honor of Women's Month, The Landmark Mandarin Oriental is also introducing a spa package designed with women in mind. The Perfect "Me Time" includes a 90-minute aromatherapy facial as well as access to the hotel's pool, heated water facilities and fitness center for the day of their treatment.



Spa at The Landmark Mandarin Oriental

Other Mandarin properties have marked International Women's Day.

Mandarin Oriental, Barcelona, Spain, is showcasing its international spirit, as it will work with Swiss jeweler Chopard to celebrate a Russian holiday.

Although celebrated everywhere, International Women's Day on March 8 is a public holiday in Russia, providing the hotel promotion with an appropriate international edge. That focus, along with intimate and priceless experiences, will help Mandarin Oriental emphasize its dedication to its female patrons and help Chopard build new relationships ([see story](#)).