

TRAVEL AND HOSPITALITY

## Mandarin Oriental enlists Jimmy Choo for nuptial experience

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*Jimmy Choo's bridal collection for 2017*

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By STAFF REPORTS

Mandarin Oriental, Singapore is sending brides down the aisle in style through a partnership with British footwear label Jimmy Choo.

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The "I Do in Choo" experience centers on personalization, with brides to be able to choose a customized pair of pumps and a wedding cake that it catered to their tastes. This package is one way for the property to differentiate its offerings for couple's celebrations, helping the hotel spur bookings for big days.

### Wedding bells

Brides who choose I Do in Choo will be given a pair of monogrammed, customized Jimmy Choo shoes. The brand's made-to-order collection allows consumers to pick the style, color and fabric of their choice, and then embellish their footwear with personal touches such as letters or numbers studded in the sole in gold characters.

Mandarin Oriental, Singapore will also host a nine-course Chinese dinner for the happy couple and up to 350 guests. This will include a cake customized by the bride and groom alongside the hotel's pastry chefs.



*Oriental Ballroom at Mandarin Oriental, Singapore*

To alleviate any stress that comes with wedding planning, Mandarin Oriental is also pampering the couple with a 60-minute massage for two.

I Do in Choo launched April 1, and brides can book the experience through March 31, 2018.

Properties frequently seek out wedding business through unique experiences.

For instance, Four Seasons Hotel Macau, Cotai Strip helped brides- and grooms-to-be plan their nuptials with an upcoming Wedding University.

During the half-day program on Aug. 13, 2016, couples were able to consult experts about everything from beauty and wedding fashion to Chinese ceremony customs and etiquette. For this fourth annual event, the hotel expanded the offerings, giving a fuller overview of the wedding planning process ([see story](#)).

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