

TRAVEL AND HOSPITALITY

Bulgari revitalizes area of Shanghai with new hotel

June 20, 2018



Bulgari Hotels & Resorts Shanghai location. Image credit: Bulgari

By STAFF REPORTS

Bulgari Hotels & Resorts is moving into Shanghai as part of the Suhe Creek riverside urban revitalization project.

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The hospitality division of the namesake jeweler has officially opened its doors in the Suhe Creek area of Shanghai. The project is the sixth Bulgari hotel and marks another leg to Chinese developer OCT's revitalization plan.

Hospitality expansion

This marks the second Chinese hotel for Bulgari, joining its Beijing location that opened last September.

"The journey to open this hotel was long but now we couldn't be prouder of how spectacular The Bulgari Hotel Shanghai turned out," said Vincent Billiard, general manager at Bulgari Hotels & Resorts Shanghai, in a statement. "The extraordinary metropolitan location in the Suhe Creek development, a protected heritage zone, together with the hotel's contemporary glamorous style where bold Italian taste and elegant Chinese touches are harmoniously mixed, set new standards of luxury accommodation in the city."

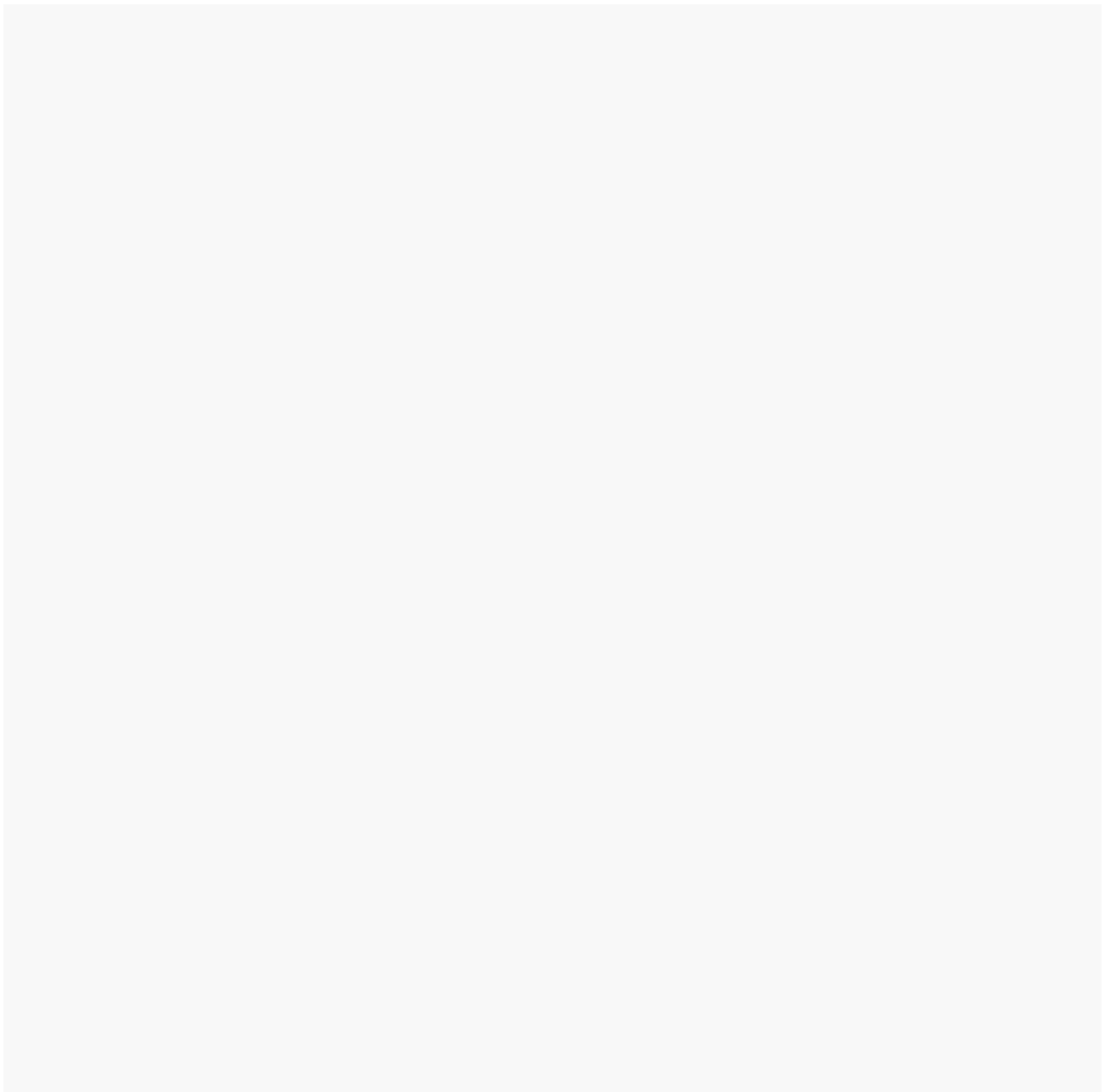
A celebration for the new location was held on June 19, as part of the Shanghai Film Festival and Bulgari's Film Week.

Hosted by Bulgari CEO Jean-Christophe Babin, the event featured an Italian meal created by a Michelin-star chef.

The building was opened to the public June 20 and is 48 stories surrounded by gardens, adjoined to the historic Shanghai chamber of commerce.

A rooftop restaurant named La Terrazza is featured as part of the hotel with 360-degree views of the city.

Nineteen suites in addition to the numerous guest rooms, a large spa, heated indoor pool, gymnasium, fine-dining restaurant and chocolate store Il Cioccolato are all part of the new building.



Bulgari has landed in Shanghai. There are six jewels in the Bulgari Hotels collection. . . . #shanghai
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A post shared by Bulgari Hotels & Resorts (@bulgarihotels) on Jun 20, 2018 at 7:04am PDT

"I like to think at the Bulgari Hotels collection as a necklace and today we added a sixth gem to it, in particular a precious ruby that is the stone that most represents the vibe of Shanghai," Mr. Babin said during a press conference at the opening. "This is a momentous day for us at Bulgari opening our second property in China in less than a year.

"Shanghai is one of the most vivacious cities in the world and we hope this architectural masterpiece coupled with the magnificence of the perfectly restored Chamber Of Commerce will truly put The Bulgari Hotel Shanghai on the map as one of the city's most iconic destinations," he said. "Hotels represent for Bulgari the opportunity to share the Italian luxury experience, design and creativity around the world and as of now, we are proud to have a second new home in China."

The jeweler is also bringing its hospitality brand to Japan with the upcoming opening of a Tokyo hotel.

Bulgari Hotels is partnering with real estate company Mitsui Fudosan Co., Ltd. to open a property in a mixed-use development near Tokyo Station. Recently, the hotel chain has been expanding its footprint around the world, with developments slated to also open in Moscow and Paris in the next few years ([see story](#)).

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