

IN-STORE

Mandarin Oriental expands in a growing Chinese commercial center

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By JOE MCCARTHY

Mandarin Oriental Hotel Group is expanding its presence in the brand's most prolific continent with a property in Shenzhen, China slated to open in 2017.

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The hotel will form part of the Shum Yips UpperHills mixed use project that will host commercial and residential buildings in Shenzhen. Finding a slot in a development with properties scheduled to open around the same time will allow Mandarin Oriental to benefit from the buzz surrounding each individual venture's debut.

"We are constantly looking at global development opportunities, and it is important to select the right project, in the right location, in order to support our strategy of developing legendary hotels around the world," said Danielle DeVoe, vice president of communications for **Mandarin Oriental** in the Americas, New York.

"We are delighted to extend Mandarin Oriental's renowned levels of hospitality into Southern China," she said.

"Mandarin Oriental, Shenzhen presents an ideal opportunity to further grow our brand in mainland China, and we are looking forward to creating the best luxury hotel in this dynamic city."

To the top

The Shenzhen development comprises two office-hotel towers, a three-storey shopping center and two luxury residential buildings.

Mandarin Oriental signed an agreement to open its hotel at the top of one of the towers. The hotel will have 190 rooms including 17 suites, with views of the city skyline and the surrounding city parks.



Mandarin Oriental, Jakarta, Indonesia

Design elements will be influenced by the brand's oriental heritage. Guests will also have access to an exclusive executive club lounge.

Mandarin Oriental, Shenzhen's restaurants will include a rooftop speciality restaurant and bar, a Chinese restaurant with extensive private dining rooms, an all-day dining venue, lobby lounge and a signature Mandarin Oriental Cake Shop.

The hotel will also offer a 3,280-square-foot grand ballroom and an 2,700-square-foot junior ballroom plus a variety of multi-purpose function spaces.

A 3,939-square-foot spa will feature six expansive treatment suites, offering a range of wellness, beauty and massage treatments from the region.



Spa at Mandarin Oriental, Bangkok

The United States-based international architectural firm, Skidmore, Owings and Merrill has been appointed as master planner and architect.

Shenzhen is known as a high-tech and manufacturing hub of southern China. It is also one of the country's most popular tourist destinations and a leading center of luxury retail.

Mandarin Oriental Hotel Group now operates or has under development 45 hotels representing in 27 countries, with 19 hotels in Asia.

More stores

Hotels that are positioned in retail locations can benefit from tides of tourists.

Mandarin Oriental has recently fostered a partnership in a retail environment.

For instance, Mandarin Oriental, London is partnering with London department store Harrods for the second year to bring holiday cheer to families during the winter through exclusive experiences.

Guests vacationing with children during the holiday season are encouraged to book the Mandarin Oriental's Candlelit Christmas with Harrods offer. The holiday season initiative will likely appeal to travelers with smaller children who are on the lookout for Christmas activities ([see story](#)).

Since the brand's heritage is derived from Asian culture, adapting to Shenzhen should not be challenging.

"Through distinctive design and a strong sense of place, Mandarin Oriental, Shenzhen will be an ideal addition to our portfolio of luxury properties and will provide guests with 21st-century luxury steeped in the values of our Oriental heritage," Ms. DeVoe said.

Final Take

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