



For Immediate Release
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Fly Me to the Moon, Mira Moon

Miramar Group Unveils Name and Logo of First Small Designer Lifestyle Hotel

Miramar Group's hotel development project on 388 Jaffe Road in Wanchai will be named Mira Moon, the second hotel within the expanding Mira portfolio. With the building nearing completion, anticipation is growing for the hotel's scheduled opening in 2013.

"The name Mira Moon was chosen to expand and leverage upon the already successful Mira brand and also represent the design concept which is a modern interpretation of the Moon Festival fairytale," stated Mr. Dirk Dalichau, Director, Group Marketing & Corporate Communication. "Through a unique design and engaging interactions with our service team, every guest will take away a magical experience delivered through a sense of theatrical drama, spectacular surroundings, and impeccable service."

According to traditional Chinese folklore, the Moon Festival fairytale is about Chang'e, a woman who took the elixir of immortality, flew to the moon and became the beautiful Moon Goddess living alongside the Jade Rabbit. The Moon Festival is one of the most celebrated occasions in China and Hong Kong, where children and adults alike admire the full moon, spotting the Jade Rabbit amongst its markings. With the silhouette of the Jade Rabbit cast upon the full moon, the logo of Mira Moon will reflect this revered moment throughout the year.

Renowned design partnership Wanders & yoo cleverly bring the fairytale to life by romantically expressing the characters through Chinese antique furniture, fabrics, and prints. Showcasing distinctive design characteristics that stand in bold contrast to the more standardised hotels, Mira Moon is a member of Design Hotels™ and will appeal to those guests craving a unique experience.

Mira Moon is situated within the bustling district of Wanchai and consists of 90 contemporary guestrooms and 1 penthouse suite. Located in the heart of Jaffe Road, just a stone's throw away from Wanchai and Causeway Bay MTR Stations, the Hong Kong Convention and Exhibition Centre, major tourist attractions and the prime shopping precinct surrounding Times Square, Mira Moon is convenient for both business and leisure travellers.

"We want to introduce a new kind of modern cultural lifestyle into Chinese society," said Mr. Martin Lee, Managing Director of Miramar Group. "This is much more than just 'new is better'. This is about creating cultural context."

By providing a less formal environment and letting people be who they want to be, Mira Moon is a lifestyle hotel that does just that.

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About Mira Moon

Mira Moon is a small designer lifestyle hotel managed by Miramar Group set to open in 2013. The hotel will feature 90 contemporary guestrooms and 1 penthouse suite, with the design conceived under the creative direction of Wanders & yoo. Mira Moon draws on iconology from the classic Chinese Moon Festival fairytale and aims to create a sense of theatrical drama delivered through spectacular surroundings and magical interactions. Conveniently situated for both business and leisure travellers, the Hong Kong Convention and Exhibition Centre (HKCEC) and Hong Kong Arts Centre are just a short walk from the hotel. In the evening, experience the vibrancy of Wanchai and its diverse dining options or hop on the MTR and head to Soho in Central for a more laid back vibe.

Hotel Address:

388 Jaffe Road,
Wanchai, Hong Kong

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About Miramar Group

Based in Hong Kong, Miramar Hotel and Investment Company, Limited (Miramar Group) was established in 1957 and has been listed on the Hong Kong Stock Exchange since 1970. (HKEx Stock Code: 71). Miramar Group is a member of Henderson Land Group, with a diversified business portfolio covering hotels and serviced apartments, property investment, food & beverage and travel services in Hong Kong, mainland China and the United States. For detail information, please visit www.miramar-group.com

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