

## Press Release

For Immediate Release

### **Camera...Action! The Mira Hong Kong Proudly Presents Brand New MICE Themed Video This Summer**

9 July 2015, Hong Kong: Celebrating style as the core of its substance, Hong Kong's first member property of Design Hotels™ proudly presents a brand new MICE themed video - "**Catwalk to Your Meeting at The Mira**" - as a dynamic showcase of an upbeat yet chic conference experience at its inspiring event spaces with state-of-the-art facilities and signature original thematic coffee breaks this summer.

Starred by internal talents, the video was conceptualized to **highlight the fashionable meeting experience** and the unique selling points delivered through the cutting-edge event spaces, encompassing eight flexible function rooms and the pillar-less penthouse ballroom by Colin Cowie® featuring handcrafted Czech crystal chandeliers, futuristic audio-visual rigging with 25,000 colour LED lighting combinations and staggering vistas of lush Kowloon Park; whilst embracing the creative thematic coffee breaks masterminded by the MICE specialists to deliver a world-class meeting experience with a creative twist to guests who yarn for stylish hospitality fusing creativity with practicality.

"The success of the production has confirmed my intention of featuring internal cast and straying away from using models to present the Hotel as a sleek yet approachable product with a playful take and to target the trendsetting, social media savvy crowds through the lens of the perfect brand ambassadors," says Gerhard Aicher, General Manager of The Mira Hong Kong.

"The newly launched clip visualizes the meaning of 'mice to the max' coined by The Mira Hong Kong in the previous season. It stands for making the most out of your MICE experience – from world-class designer venues fully equipped with 21 century tech-friendly solutions, to luxuriously stylish accommodation in a trendy and well-connected location, award-winning dining and spa facilities, original thematic coffee breaks that aim to surprise and inspire, to electrifying sustainable touches, that can all be seen in the video as a backdrop to all the fun that is not always associated with business," reveals Eva Kwan, Director of Sales & Marketing, The Mira Hong Kong.

Until July 31, 2015, guests are invited to join the **#LoveMiraHK** social media game in celebration of the launch of the video this summer for a chance to win a stay at the hotel's presidential suite among other prizes.

Strike a pose, put your game face on and show-off your couturier wardrobe as you catwalk down the runway with your fiercest look at The Mira.

See the competition details at: <http://www.themirahotel.com/lovemirahk/>

Watch the video at: <https://youtu.be/XU UdFFGU-NQ>



***Catwalk to Your Meeting at The Mira reflects the edgy style and brand philosophy of the hip urban retreat targeting event organizers looking for experiential meetings & conferences that resonate with their own identity***



***A standard feature pioneered in Asia-Pacific by the flagship Design Hotels™ property, handy smartphone can be used on the go anywhere in the city***



***The Mira Hong Kong draws a world where urban luxe meets contemporary design and cutting-edge technology***



***Penthouse Ballroom designed by celebrity party planner Colin Cowie is awash with natural light and offers spectacular views of the Kowloon Park***



***The latest from the nine original thematic coffee breaks – the Afternoon Show***



***Pre-function foyer is the most playful space for inspiring break-out sessions and new themed coffee breaks***



***Open-air lounge bar hidden in the courtyard terrace is a refreshing alternative for an evening function***

### **About The Mira Hong Kong**

The Mira Hong Kong is a smoke-free, design hotel with 492 boldly accented guest rooms, including a collection of 56 suites and specialty suites. Overlooking the lush Kowloon Park and centrally located in Tsimshatsui – the heart of Hong Kong’s commercial, shopping, dining and entertainment district – the hotel easily connects guests to all parts of the vibrant metropolis being just a short walk from MTR stations and the Star Ferry.

With free high-speed Wi-Fi throughout entire hotel, complimentary mobile solutions with free data, local and international calls as well as access to personalized concierge service on the move, high-end Bose iPod docking stations, wirelessly controlled on-screen infotainment, intuitive ambient lighting and in-room safety box in which guests may charge their laptops, the hotel stands out among 21st century hospitality choices in Hong Kong.

From the chic, pillar-less penthouse ballroom designed by Colin Cowie where abundance of natural daylight and staggering park views are offset by futuristic audio-visual rigging including 25,000 color combinations of customizable LED lighting, through open-air lounge bar hidden in the courtyard terrace, to one of the eight equally outstanding multi-function rooms with high-speed internet, the hotel offers an array of meeting and event spaces.

*The Mira Hong Kong is a member of Design Hotels™, HIP Hotels, Tablet Hotels and Kiwi Collection.*  
[www.themirahotel.com](http://www.themirahotel.com)

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