

# BVLGARI

HOTEL SHANGHAI

**FOR IMMEDIATE RELEASE**

THE BVLGARI HOTEL SHANGHAI, THE NEW  
CONTEMPORARY GLAMOUROUS ADDRESS IN  
CHINA'S MOST FASHIONABLE CITY, OPENS ITS  
DOORS TODAY



*Vincent BILLIARD, Fung TAK-IUN, Sammi CHENG, Jean-Christophe BABIN*



# BVLGARI

HOTEL SHANGHAI

**Shanghai, June 20<sup>th</sup>, 2018** - Bvlgari's latest luxury hotel has finally opened its doors in Shanghai to great fanfare. Located on the banks of Suzhou Creek and part of the Suhe Creek riverside urban revitalization project created by leading Chinese developer OCT, The Bvlgari Hotel Shanghai is the sixth jewel of Bvlgari's hospitality collection.

This newest addition to The Bvlgari Hotels & Resorts collection comes after the first Bvlgari Chinese property opened in Beijing in September 2017. It joins a growing portfolio of properties around the world, which began with the inaugural Bvlgari Hotel Milano in 2004, The Bvlgari Resort Bali in 2006, The Bvlgari Hotel London in 2012 and The Bvlgari Resort Dubai in 2017.

**Vincent Billiard**, General Manager, said: *"The journey to open this hotel was long but now we couldn't be prouder of how spectacular The Bvlgari Hotel Shanghai turned out.*

*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."*

On **June 19<sup>th</sup>**, Bvlgari unveiled its sixth and newest property by hosting the grand opening party of the Bvlgari Film Week, part of the Shanghai International Film Festival, in the spectacular ballroom and rooftop terrace of the Bvlgari Hotel Shanghai.

The event, hosted by Bvlgari CEO **Jean-Christophe Babin** was attended by 500 selected guests and a star-studded red carpet including, Bvlgari brand ambassador **Kris Wu**, singer and actress **Sammi Cheng**, director and actor **Stephen Fung**.

A delectable Italian dinner was specially designed by Michelin-star chef **Niko Romito**, the curator of Bvlgari's Il Ristorante, while singer **Matteo Brancaloneoni**, one of the leading Italian jazz interpreters, brought on stage his best repertoire.

**Today June 20<sup>th</sup>**, to mark the official opening of the hotel, Bvlgari CEO, **Jean-Christophe Babin**, hosted a press conference attended by **Silvio Ursini**, Bvlgari Group Executive Vice President, Bvlgari Greater China Managing Director, **Kolia Neveux**, architect **Patricia Viel**, partner of Antonio Citterio Patricia Viel Architectural firm, **Vincent Billiard**, General Manager of the Bvlgari Hotel Shanghai and both artists **Yan Pei Ming** and **Xiaodong Liu**, who created the two paintings adorning the hotel's ballroom.

*"I like to think at the Bvlgari 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 . This is a momentous day for us at Bvlgari 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 Bvlgari Hotel Shanghai on the map as one of the city's most iconic destinations". Hotels represent for Bvlgari 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"* stated **Jean-Christophe Babin**

Balancing nature, contemporary design and heritage architecture, the Bvlgari Hotel Shanghai combines a 48-storey tower and the majestically restored Chamber of Commerce building dating from 1916, surrounded by lush gardens.

As with all Bvlgari Hotels & Resorts, Antonio Citterio Patricia Viel, the renowned Italian



# BVLGARI

## HOTEL SHANGHAI

architectural firm, designed this glamorous contemporary masterpiece by blending the distinctive Italian refinement of Bvlgari with rich layers of Shanghai history.

The hotel's 82 exquisitely crafted guestrooms, including 19 suites, are among the most spacious in the city offering stunning views of the iconic Bund, Pudong financial district and the dramatic curvature of Huangpu River and Suhe Creek.

On the top floors of the hotel, Il Bar, Il Ristorante Niko Romito, and La Terrazza rooftop restaurant, featuring a 360° aerial view of the Bund and Shanghai's iconic skyline, are set to be the place to enjoy the best of the city's lifestyle.

The historic Shanghai Chamber of Commerce, adjoining the hotel tower, is a tranquil and exclusive heritage building rising among private gardens, hosting a magnificent 480-square-metre Bvlgari ballroom and the sophisticated Bao Li Xuan, the hotel's Chinese fine-dining restaurant.

A stunning 2,000 square meter Spa & retreats with a 25 meter indoor heated pool, 8 treatment rooms, a WORKSHOP Gymnasium (featuring state-of-the-art Technogym equipment, private training and yoga studio) complete the hotel's offer while the first Il Cioccolato shop and laboratory in China, located on the hotel's ground floor, offer artisanal haute couture chocolates, known as Bvlgari's 'chocolate gem' creations.

When Chinese heritage and Italian modernity meet atop the Bund, the result is the Bvlgari Hotel Shanghai the place to live the Bvlgari lifestyle.

-Ends-

### **About Bvlgari Hotels & Resorts**

*Unique locations in harmony with the surrounding area, the blend of traditional design with dramatic contemporary Italian architecture by the architectural firm Antonio Citterio Patricia Viel and superior service crafted with the same attention to quality that has always distinguished Bvlgari creations. These are the key elements that characterize The Bvlgari Hotels & Resorts collection.*

*For all the hotels the approach is the same: the design of the interiors is strongly rooted in the traditions of the location, and careful attention is paid to every detail in a tribute to absolute luxury. The Bvlgari Hotels & Resorts collection features the distinctive, bold Italian style typical of Bvlgari, reflected in its unique design, its contemporary Italian cuisine and its lavish spas. It conveys the excitement of the Bvlgari brand, its timeless glamour and its magnificent Italian jewelry heritage. Having grown from a collection of three iconic Hotels & Resorts in Milan, London and Bali, Bvlgari Hotels & Resorts has recently been enriched with the Beijing and the Dubai properties. The Bvlgari Hotel Shanghai is the sixth jewel of the collection while three new Bvlgari Hotels are due to open from 2020 to 2022 in Moscow, Paris and Tokyo.*

### **About Bvlgari**

*Bvlgari was founded in Rome in 1884 as a jewelry shop and quickly established a reputation for Italian excellence with exquisite craftsmanship and magnificent jewelry creations. The Company's international success has evolved into a global and diversified luxury purveyor of products and services ranging from fine jewels and watches to accessories, perfumes and hotels, with an unrivalled network of outlets in the world's most exclusive areas. Since 2011 Bvlgari is part of the LVMH Group.*



