

BVLGARI

HOTEL SHANGHAI

BVLGARI ADDS CONTEMPORARY GLAMOUR TO ITS HOSPITALITY COLLECTION: THE BVLGARI HOTEL SHANGHAI OPENS ON JUNE 20th



Rome, 15th May 2018 – Bvlgari Hotels & Resorts is proud to announce the opening of The Bvlgari Hotel Shanghai on **Wednesday 20th June 2018**.

Located on the banks of **Suzhou Creek**, and part of the riverside urban revitalization project of **SUHE CREEK**, The Bvlgari Hotel Shanghai is the sixth jewel of Bvlgari's hospitality collection.



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“The Bvlgari Hotel Shanghai is another milestone for the Bvlgari Hotels and Resorts collection and, following the recent opening of our property in Beijing, confirms the importance of the Chinese market for the Bvlgari brand. It is an honor for us to bring the best of the Italian design and lifestyle culture to one of the most modern, vibrant and glamorous cities in the world. Additionally we are so glad that the date of the opening will coincide with the beginning of the Shanghai Film Festival we have been supporting actively since 2017. As such, we are extremely proud to host its inaugurational party in the hotel's splendid Ballroom and Rooftop Terrace on June 19th. ” said Jean-Christophe Babin, Chief Executive Officer of Bvlgari.

Balancing nature, contemporary design and heritage architecture, the property combines a 48-floor tower, a majestically restored Chamber of Commerce Shanghai building dating from 1916 and lush gardens which surround the whole area.

The hotel occupies the top 8 floors of the Tower offering stunning views of the iconic Bund, the sky towers of Pudong's financial district and the dramatic curvature of Huangpu River and Suzhou Creek. The lower floors are occupied by The Bvlgari Residences.

As they did for the other Bvlgari properties, the renowned Italian architectural firm 'Antonio Citterio Patricia Viel' signed this hotel's design and created a glamorous contemporary masterpiece blending the distinctive Italian refinement of Bvlgari with rich layers of Shanghai history.

The hotel's 82 exquisitely crafted guestrooms, including 19 suites which crown the top eight floors of the 48-floor tower, have an average size of over 60 square meters, among the most spacious in the city. Guests experience the exceptional comfort of modern Italian furnishings custom-made by revered Italian brands such as B&B, Maxalto, Flos and Flexform, along with state-of-the-art technology which creates a warm residential ambience.

Accessed via a private lift, the exceptional 400 square meter Bvlgari Suite located on the top floor, offers sweeping views of the Shanghai cityscape and can be extended to create a 570 square meter three-bedroom residence by connecting it with an adjoining suite.

The Bvlgari Hotel Shanghai is home to six signature-dining options located both in the hotel tower and in the adjacent historic Chamber of Commerce Shanghai.

The Italian Il Ristorante-Niko Romito is curated by chef Niko Romito, one of the world's most celebrated chefs with three Michelin stars for his Reale restaurant in Abruzzo and presents a carefully curated canon of contemporary Italian cooking in a seductive 47th floor restaurant overlooking the city lights.

At the same floor, Il Bar with its iconic oval counter is the place to be for sophisticated sipping and socialising, while the La Terrazza on the rooftop offers an **Italian** style informal menu with spellbinding views of Shanghai's skyline.

On the ground floor, China's first Bvlgari Il Cioccolato boutique invites guests to indulge in a luxury sweet treat while the refined ambience of the Lobby Lounge, where a menu of afternoon tea and aperitivo is available **all-day**, opens up to Il Giardino, an enchanting outdoor space which welcomes guests with a selection of wines and Italian *gelato*. Also on the ground floor, a Bvlgari jewellery store displays the brand's finest creations.

The hotel's 2,000-square-metre BVLGARI Spa and fitness centre is a harmonious retreat to balance the body, mind and spirit in elegant Italian style. The BVLGARI Spa offers eight spa treatment rooms, sauna and relaxation rooms, a manicure and pedicure salon, barber and hairdresser, plus a 25-metre heated indoor pool and vitality pools, and the bespoke WORKSHOP GYMNASIUM Fitness Studio.



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Adjacent to the hotel tower, the historic Chamber of Commerce Shanghai, built in 1916 and completely restored to evoke memories of its glorious past, houses a glamorous 500 square meter Bvlgari Ballroom with triple-height ceilings, the haute-cuisine Chinese restaurant Bao Li Xuan and The Whisky Bar.

Bao Li Xuan serves exquisite Cantonese classics and local Shanghainese specialties, while the sophisticated Whisky Bar located on the same floor presents an extensive collection of premium whiskies and spirits to be tasted in a warm and distinguished atmosphere akin to a member's club. Built in Neoclassical Renaissance style, the statuesque landmark forms a serendipitous connection to Bvlgari's Roman roots and pairs up with a beautiful archway gate from 1920, used as VIPs entrance.

Enjoying an exclusive setting amid private gardens, historic buildings and art galleries, the hotel is just three minutes' drive from the iconic Bund. The chic fashion boutiques of Nanjing Road, known as 'Shanghai's Fifth Avenue,' and the famous museums and theatres of People's Square are just minutes away.

Guests can conveniently visit signature attractions, such as Yu Garden, Xintiandi district and the contemporary galleries of M50 in the comfort of a Maserati limousine. When arriving in the city by air, the hotel is just 45 minutes from Shanghai Pudong International Airport, or 35 minutes from Shanghai Hongqiao International Airport.

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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 place, 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 be enriched by the Beijing and the Dubai properties. The Bvlgari Hotel Shanghai will be the six 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,

For further information please contact:
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