



THE LANGHAM

Hong Kong

PRESS RELEASE

The Langham, Hong Kong's Concierge team creates a Fashion Map

(Hong Kong, August 2010) The Langham, Hong Kong's renowned Concierge team has launched a Fashion Map. Exclusively for hotel guests, and beautifully designed in The Langham colours of pink and gold, the map is an elegant, pocket-sized reference for serious shoppers to keep with them on the go. The fashion map details the closest luxury stores to The Langham and also notes seven tourist hotspots to enjoy, in case you need a break from all the shopping.

Chief Concierge and Vice President for the Hong Kong chapter of the Golden Keys, Edward Ma says: "The idea of the Fashion Map came to me a few months ago; I thought how un-elegant it would look for our guests to walk into a luxury store clutching a large street map and so I asked my marketing team to help me create something new. We worked together over a few months and created the Fashion Map. I am thrilled with the end result and the guest feedback has been wonderful."

Located on the Rodeo Drive of Hong Kong, The Langham has long been a favourite for guests visiting the city for serious retail therapy. The largest Louis Vuitton store, outside of Paris, is just a stones throw from the hotels door and resides alongside other luxury stores such as Chanel and Salvatore Ferragamo.

Guests visiting The Langham, Hong Kong can pick up a copy of the Fashion Map from the Concierge team. To make a reservation at The Langham, Hong Kong visit:

<http://hongkong.langhamhotels.com/>

more/

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The pocket sized Fashion Map



Pop-up map showing all nearby luxury stores



Chief Concierge Mr. Edward Ma and his team

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About Langham Hotels International & Its Affiliates

Langham has a legendary hotel heritage dating back to 1865 when The Langham in London originally opened as Europe's first Grand Hotel. For over 140 years, this flagship hotel has been at the forefront of sophisticated and gracious hospitality. Today, all Langham Hotels worldwide inherit the same philosophy that reflects elegance in design, innovation in hospitality, genuine service and captivation of the senses creating a truly unique hotel experience.

The group is pursuing an aggressive portfolio growth strategy using its distinctive brands and affiliate – The Langham, Langham Place and Eaton. Currently 19 hotels, including affiliates, are open or in the pipeline across four continents.

The Langham is where guests can enjoy service with poise and be enchanted by our innovation and traditions while Langham Place, the fun sibling of The Langham, is about living the 21st century through design, technology and attitude, epitomising stimulating and artistic hospitality.

Eaton, a premium affiliate brand, aims to surprise and delight our guests with a value-for-money proposition that delivers a stylish, modern level of comfort with spirited, can-do service.

Langham Hotels International is a wholly-owned subsidiary of Great Eagle Holdings (Stock Code: 0041) which was founded in 1963 and listed on the Hong Kong Stock Exchange in 1972.

Reservations for Langham hotels can be made by logging onto langhamhotels.com or for Eaton Hotels log onto eatonhotels.com.

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Our Properties

EUROPE:

The Langham, London

INDIA:

Langham Place, Koregaon Park, Pune
(opening soon)

NORTH AMERICA & CARIBBEAN:

The Langham, Boston
The Langham, Huntington,
Pasadena, Los Angeles
Langham Place, Resort + Spa,
Port St. George, Bahamas (opening
soon)

PACIFIC:

The Langham, Auckland
The Langham, Melbourne

ASIA:

Hong Kong

The Langham, Hong Kong
Langham Place, Mongkok, Hong Kong
Eaton Hong Kong

China

The Langham, Yangtze Boutique, Shanghai
Langham Place, Beijing (opening soon)
Langham Place, Beijing Capital Airport
(opening 2010)
Langham Place, EDZ, Guangzhou
(opening soon)
Eaton Luxe, Nanqiao, Shanghai

Thailand

Langham Place Samui at Lamai Beach
Langham Place Miora Resort + Spa,
Kalim Bay, Phuket (opening soon)
The Langham, Sukhumvit, Bangkok
(opening soon)
Langham Place, Phayathai, Bangkok
(opening soon)

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