



LANGHAM HOTELS  
International

# PRESS RELEASE

*THE LANGHAM, YANGTZE BOUTIQUE, SHANGHAI OPENS – FIRST FASHIONABLE GUESTS ARE “ABSOLUTELY SHANGHAIED”*

*Art Deco Boutique Hotel Set to Wow Glamorous Shanghai*

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The doors of The Langham, Yangtze Boutique, Shanghai are now open, enabling guests to experience the glamour of the Golden Age of Old Shanghai in a unique Art Deco masterpiece.

The first, very fashionable guests to arrive were Francesco Sibilio, Head Designer and Alessandro Maione, Corporate Lawyer from Italian fashion brand Energie Denim.

Stefan Heintze, General Manager of The Langham welcomed the first guests to Shanghai's latest boutique hotel and bestowed upon them the invitation to get “Absolutely Shanghaied” and enjoy the eponymously-named cocktails at the hotel's bar, on the house for all future stays at the hotel.

For the first two months, all guests staying at the hotel will also be given the opportunity to get “Absolutely Shanghaied” with a beverage of their choice in the hotel's glamorous bar as well as complimentary breakfast and broadband internet.

Mr Heintze said: “The hotel allows the guest to relive the glamour, elegance and fun of Shanghai's Golden Age in the 1930's. The parallels of Shanghai today and Shanghai in the 1930's are uncanny, as both are times when Shanghai was, and now is, the most exciting city in the world. The style, services and facilities we offer reflect this exciting time in Shanghai's development.”

Special opening room rates start at RMB1700 and guests can call the hotel directly on (86) 6060 0800 or make their own reservations on [www.langhamhotels.com](http://www.langhamhotels.com)

more/...

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## Yesterday's Charms with Today's Amenities

The hotel's Art Deco heritage fused with a modern Shanghai residence inspires the interior design which captivates the senses and has a wink of surprise. Each of the hotel's 96 exquisite rooms and suites offers a personal sanctuary of comfort, distinguished by the opulence of Old Shanghai and the luxury of spacious surroundings.

The combination of Art Deco splendour and technological sophistication in these guestrooms makes The Langham, Yangtze Boutique a rarity amongst Shanghai hotels. Many rooms have the uncommon luxury of a private balcony or terrace allowing guests a privileged perspective of Shanghai's bustling street life.

While the hotel amply demonstrates yesterday's charms, it also showcases 21<sup>st</sup> century amenities. Every guestroom and suite features Broadband Internet and Wifi access, Internet Protocol Phones, iHome iPod docking station, DVD Player, 42" LCD TV in bedroom and 19" a LCD TV in a spacious marble bathroom as well as a generously sized business desk.

Reflecting Shanghai's cosmopolitan culture and needs of today's discerning travellers the hotel features four sensational restaurants – T'ang Court – the newest sister of the two Michelin Star restaurant in Hong Kong, Ciao Dining Room – the perfect Italian and it's baby brother Ciao Bambino, Mado Izakaya – a Japanese window to the world and Palm Court – the traditional home of afternoon tea. No matter what your culinary preference, these outlets deliver true gastronomic delights.



**The Langham, Yangtze Boutique,  
Shanghai now open**



**General Manager Stefan Heintze with first guests  
Francesco Sibilio, Head Designer and Alessandro Maione,  
Corporate Lawyer from Italian fashion brand Energie  
Denim**

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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 15 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 21<sup>st</sup> century through design, technology and attitude, epitomising stimulating and artistic hospitality

Eaton, a premium four-star affiliate property, 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 company 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](http://langhamhotels.com) or [eatonhotels.com](http://eatonhotels.com).

### EUROPE:

The Langham, London

### INDIA:

Langham Place, Koregaon Park, Pune (2010)

### NORTH AMERICA:

The Langham, Boston

The Langham, Huntington Hotel & Spa, Pasadena

### PACIFIC:

The Langham, Auckland

Langham Place Vineyard Resort + Spa, Waiheke Island, Auckland (2010)

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 (2010)

Langham Place, Beijing Capital Airport (2010)

Langham Place, EDZ, Guangzhou (2010)

#### Thailand

Langham Place Miora Resort + Spa, Kalim Bay, Phuket (2010)

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