

# THE PENINSULA

H O T E L S

**FOR IMMEDIATE RELEASE**

**24 April 2012**

**CELEBRATE “L’ART DE VIVRE”  
WITH THE PENINSULA HOTELS’ NEW LIFESTYLE ACADEMY  
IN HONG KONG, SHANGHAI AND BEIJING**

*A unique series of bespoke guest-oriented programmes appreciating the finer things in life, including personal style, etiquette, epicurean connoisseurship, floral design and golf*

As Asia’s oldest hospitality brand, China’s first luxury hotel company since its founding in 1866 and long celebrated as the embodiment of style and luxury, The Peninsula Hotels believes in style and beauty from the inside out. The new Peninsula Lifestyle Academy at The Peninsula hotels in Hong Kong, Shanghai and Beijing offers an exclusive collection of activities and programmes covering the modern sophisticated lifestyle, including style consultations, dining, etiquette and golf, conducted in English or Mandarin.

**The Style Academy**

With the three Peninsula hotels in China boasting extensive shopping arcades of the world’s finest luxury retailers and long-standing ties with an array of established luxury brands, The Peninsula Style Academy offers guests a bespoke styling service to enable them to look, live and feel their optimal best. Following an in-depth assessment with professional style consultants exclusively appointed by the hotels, guests are taken on a tailor-made, one-of-a-kind private VIP shopping experience, both in The Peninsula Arcades and beyond. Bespoke style consultations, private collection viewings, access to limited edition and one-of-a-kind pieces, and in-store VIP incentives define this unique guest offering, providing guests with the most unique, sophisticated and luxurious shopping experiences in each city.

-more -

# THE PENINSULA

H O T E L S

## **THE PENINSULA HOTELS LAUNCHES THE LIFESTYLE ACADEMY IN HONG KONG, SHANGHAI AND BEIJING - 2**

### **Gourmet Appreciation**

An array of the world's most luxurious ingredients, encompassing caviar, chocolate and tea in Hong Kong and treasures from land and sea including truffles, olive oil, oysters and lobster in Shanghai are explored and tasted under expert tuition in a collection of gourmet classes at each hotel.

For guests wishing to learn more about wine or to build their own private cellar, China's top-ranked sommelier, The Peninsula Shanghai's Yang Lu offers private consultations with access to rare vintage wines through the hotel's own extensive cellar. **Meanwhile The Peninsula Beijing features a gourmet culinary programme with hands-on tuition to prepare an exquisite feast.**

### **Etiquette**

The Peninsula Lifestyle Academy offers a collection of etiquette activities in each hotel for adults and children alike, including "Art De La Table", floral design and hosting a meal or reception - **guests can learn, experience and be inspired by the expert in-house planning of Asia's most exclusive events while learning how to do it themselves.**

Activities for junior guests offer a fun, informative environment for children from 7-12 years to learn how to become a little lady or gentleman for any occasion, with the social graces to match. **Children from 11-13 years of age can also boost their life skills and build self-confidence and character while learning to dance at The Peninsula Shanghai's Cotillion classes.**

# THE PENINSULA

H O T E L S

## **THE PENINSULA HOTELS LAUNCHES THE LIFESTYLE ACADEMY IN HONG KONG, SHANGHAI AND BEIJING - 3**

### **Golf**

Peninsula guests can improve their game of golf with a range of experiences guaranteed to bring a spring to their swing. The Peninsula Hong Kong's Golf Masterclass and exclusive "MAT-T Fitting Session" with TaylorMade's resident golf pro offers a unique custom-fitting experience, while "Fly & Putt", Hong Kong's only helicopter golf experience sees guests taking off in the hotel's helicopter from the rooftop helipad to Kau Sai Chau, Hong Kong's most scenic golf course for a bespoke instructor-led session. Meanwhile guests of The Peninsula Shanghai and Beijing are given the opportunity to tee off at the cities' most exclusive golf clubs, with optional tuition in Beijing by Wei Jing Sheng, one of China's most famous golf coaches.

### **Reservations and further details :**

All Peninsula Lifestyle Academy activities should be confirmed prior to arrival with at least 48 hours' advance notice. Bookings are subject to availability and prices are subject to change.

For more details, please visit [peninsula.com](http://peninsula.com). Terms and conditions apply.

###

### **About The Hongkong and Shanghai Hotels, Limited (HSH)**

Incorporated in 1866 and listed on The Stock Exchange of Hong Kong (00045), HSH is the holding company of a Group which is engaged in the ownership, development and management of prestigious hotel, commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of transport, club management and other services. The hotel portfolio of the Group comprises The Peninsula Hotels in Hong Kong, Shanghai, Beijing, New York, Chicago, Beverly Hills, Tokyo, Bangkok, Manila and Paris (opening in 2013). The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and The Peak Tramways, St. John's Building, The Landmark in Ho Chi Minh City, Vietnam and the Thai Country Club in Bangkok, Thailand.

Ms Sian Griffiths

Director of Communications

The Peninsula Hotels

Tel: (852) 2840 7239

Fax: (852) 2840 7499

E-mail: [siangriffiths@peninsula.com](mailto:siangriffiths@peninsula.com)

Website: [www.peninsula.com](http://www.peninsula.com)

Digital Photo Library: [www.leonardo.com/peninsula](http://www.leonardo.com/peninsula)