

Langham Hotels International Expands Into Shanghai With Its First Art-Deco Boutique Hotel

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Langham Hotels International (LHI) announces the signing of a new management contract with Shanghai Hengshan (Group) Corp. for the launch of its first boutique hotel - The Langham, Yangtze Boutique, Shanghai.

This is LHI's fourth new hotel announcement in China within the past 6 months, which also marks the start of the group's new boutique hotel line under The Langham brand.

The Langham Yangtze Boutique is located in the heart of Shanghai's central business district, a stone's throw from The People's Square and adjacent to Nanjing Road. It is a small luxury hotel originally designed as an iconic masterpiece of art deco and neo-classic architecture by renowned architect Li Pan in the 1930s, and was once named "The Third Largest Hotel in the Far East".

The Hotel will undergo a multi-million US dollar renovation and re-open in mid-2008 as Shanghai's only five-star art deco boutique hotel. The Langham Yangtze Boutique will re-emerge with the 140-year legendary luxury hotel heritage of The Langham brand, reflecting the splendor of history and romance of Old Shanghai. Combining yesterday's charm with today's amenities, the hotel will offer enchanting hospitality where guests can experience an exclusive haven away from the hustle and bustle of the outside world.

The hotel features 101 exquisite rooms and suites, including Chuan Residences which are directly connected to the hotel's signature Chuan Spa. Chuan Spa will pamper guests with a journey to wellness through indulging treatments based on Traditional Chinese Medicine philosophy.

All five restaurants and bars in The Langham Yangtze Boutique will be designed as destinations with distinctive characteristics. Japanese Izakaya Restaurant & Bar explodes with colors, creativity and flavors of Japan, while T'ang Court creates a new dimension of innovation in Cantonese cuisine. Our western offerings include Ciao - an Italian all-day-dining restaurant serving classic creations of the robust Northern Italian cuisine and Palm Court, which offers authentic English afternoon tea in a tranquil setting at one of Shanghai's true art deco lobbies. For guests looking for a more contemporary atmosphere, Main Street Deli offers the best in Barista coffee, pastries, deli sandwiches served in a relaxed street side setting.

The rooftop column-free Star Room hosting up to 250 persons will add a touch of enchantment and magnificence to all meetings and events with bespoke Langham service and state-of-the-art facilities surrounded by classic art deco grandeur.

'There are many five-star international hotel brands in Shanghai. But in this era of individuality, cookie-cutter hotel products will fail to satisfy some of the most sophisticated travellers who desire intimate and distinctive hotel experiences. We are thrilled to enter the luxury boutique hotel segment in Shanghai where we believe there is a huge room for expansion,' said Dr. KS Lo, Chairman, Langham Hotels International.

'Langham's legendary hotel heritage is a perfect match to the rich history of the Yangtze Hotel. The new hotel will exude a sense of historic enchantment and charm after refurbishment. The Langham's unique, gracious and elegant brand identity, together with our world-class hotel management expertise, will create a personalized, indulging and memorable luxury hotel experience for our discerning guests,' added Dr. KS Lo.

'This agreement reflects the best combination between East and West, classic and modern. Yangtze Hotel is a historic icon in Shanghai. We believe under the professional management of Langham Hotels International, The Langham Yangtze Boutique will be brought to new height,' said Mr. Mu Xiangyang, President of Shanghai Hengshan (Group) Corp.

Langham Hotels International is the subsidiary of the Hong Kong-based Great Eagle Holdings, spearheaded by Dr. KS Lo, who is also the Chairman and Managing Director of Great Eagle Holdings. Spanning four continents, the group currently features eight properties with over 2,700 rooms in six gateway cities, namely London, Boston, Hong Kong, Melbourne, Auckland and Toronto.

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