

Immediately

**Niccolo Chengdu and Lancôme Jointly Launch
Absolue Rejuvenation Journey**

April 30, 2022 (Chengdu, China) - Niccolo Chengdu partners with the French luxury beauty brand Lancôme to present you with a joyful stay experience that pampers your five senses in the city's the most desirable location. Enjoy your leisure time in an environment with long-lasting fragrances and indulge in the contemporary chic style that triggers your inspiration.



Niccolo Chengdu

Lancôme was founded by Mr Armand Petitjean in Paris, France in 1935. For 87 years, the brand has maintained its luxurious, elegant and modern quality. As Lancôme's prized ingredient, the rose serves not only as a symbol of the brand, but also as a source of inspiration for extraordinary efficacy and ultimate experience. Lancôme Absolue, the iconic luxury anti-aging skincare collection released in 1965, is a most indulgent creation made out of exclusive roses. Once rolled out, it became one of the favorite skin care products covered by



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the upper-class French ladies during that time. Inspired by luxury fashion, Niccolo is a collection of contemporary chic hotels with the most desirable, highly prized addresses. Underpinning the brand is the desire to make life effortlessly luxurious for guests. The two established luxury brands join hands to present the stylish elements derived from fair roses and bring guests a memorable stay experience that pleases the five senses.



Niccolo Chengdu X Lancôme Absolue Rejuvenation Journey

Niccolo Chengdu X Lancôme Absolue Rejuvenation Journey:

A scent of the fragrant roses: Breathe in the delicate scent of fragrant roses, and bring unparalleled comfort to your heart. When stepping into the lobby, you will be so immersed in the fragrance from the Absolue Perpetual Rose, that you will feel as if transported to a rose manor in the South of France.

Niccolo Chengdu
Tower 3, IFS, No.1, Section 3, Hongxing Road, Jinjiang District,
Chengdu, Sichuan 610021, China
niccolohotels.cn | niccolohotels.com



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A view of the alluring summer: Indulge in the glamour of the Perpetual Rose blooming beneath the summery sunshine and linger on the art lobby that overlooks the hotel. Enjoy the sight of exquisite decorations reflecting rose elements, take as Instagrammable snaps as those celebrities, and get steeped in the contemporary chic art space.

A feeling of the comfortable stay: Spoil yourself with a leisurely and happy stay in our rooms oozing with romantic ambience and receive an exclusive Lancôme Absolue skincare gift set.

A touch of the cozy space: Refresh yourself in the pleasing space and embrace a life of elegant ease during the marvelous summertime. Enjoy the Absolue facial treatment that helps energise skin with the Absolue Perpetual Rose, visibly reduce fine lines and wrinkles, and rejuvenate skin with plumpness, radiance and firmness.

A taste of the outdoor flavour: Spend an intimate time at The Tea Lounge and relish an afternoon tea at the rose garden in the wisps of the soothing breeze.

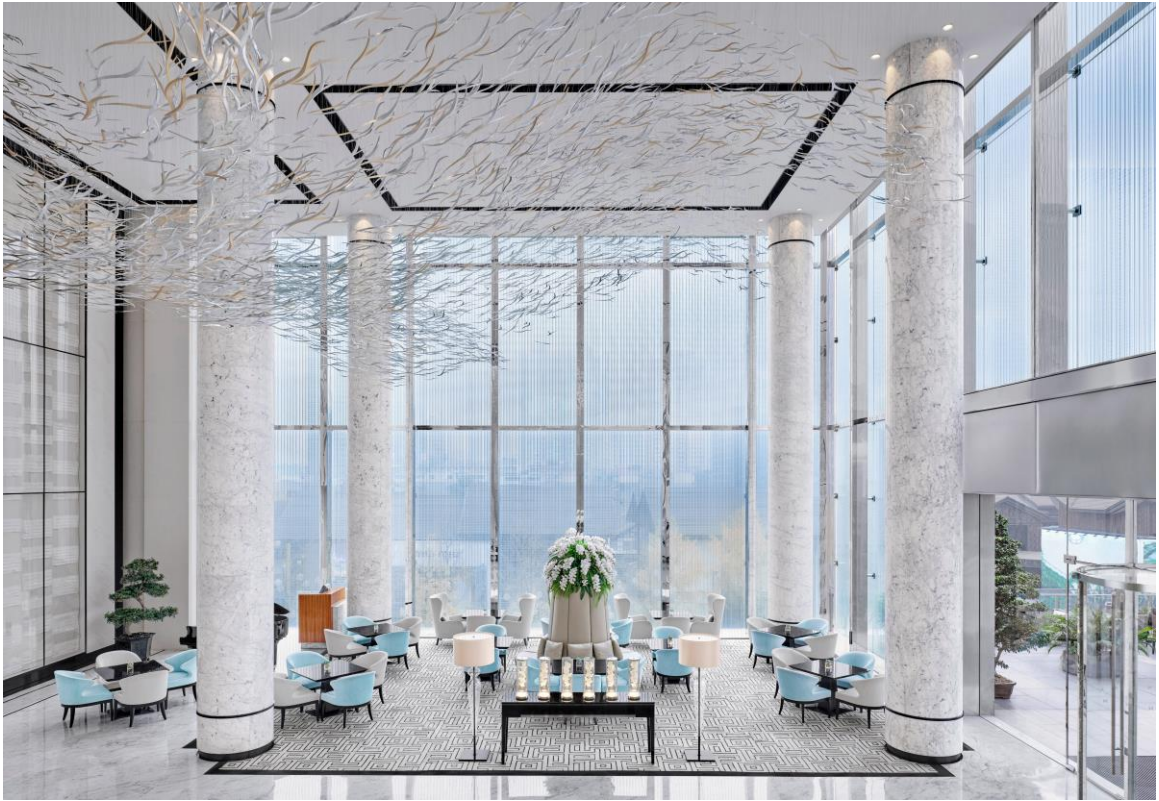


Niccolo Chengdu X Lancôme Rose Garden Afternoon Tea

Pursue a pleasurable life and explore the timeless charm in the blissful early summer. From now until May 31, Niccolo Chengdu and Lancôme invite you on a multisensorial journey to soak up the sweet sunlight, treat yourself with the fragrance of flowers, and unwind in the picturesque scenery.



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Niccolo Chengdu, The Tea Lounge

Address: Tower 3, IFS, Section 3, Hongxing Road, Jingjiang District, Chengdu, Sichuan, China.

Reservation may be made at niccolohotels.cn or hotel official WeChat.

About Lancôme

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About Niccolo Chengdu
NEW ENCOUNTERS. TIMELESS PLEASURES.



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Niccolo is a collection of five contemporary chic hotels inspired by luxury fashion, all with desirable, highly prized addresses. Underpinning the brand is the desire to make life effortlessly luxurious for guests. Located at Chengdu's celebrated International Finance Square within the Chun Xi Road business district, Niccolo Chengdu occupies desirable and fashionable addresses and offers seasoned travelers a choice of 238 spacious luxurious guestrooms and suites with fashion-inspired interiors by leading designers. The Niccolo culinary journey combines culture and gastronomy in a range of exceptional dining experiences with its signature cuisines. Niccolo is Chengdu's epicentre for business events and celebrations by offering unprecedented choice of flexible spaces and highly attentive event service to create memorable experience for guests. Niccolo Chengdu is a member of the Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands, bringing together 35 brands with over 500 hotels in 85 countries.

Further details on Niccolo Chengdu are available at niccolohotels.com.

About Global Hotel Alliance

Launched in 2010, GHA DISCOVERY is the world's largest loyalty programme for independent hotel brands, featuring more than 500 hotels, resorts and palaces across 35 brands. Members enjoy VIP recognition, thoughtful benefits and generous rewards at home or away. Recently the programme has evolved to include an additional tier and flexible paths to upgrade through nights/stays, eligible purchases or number of brands stayed, making it easier and faster for members to reach elite status. Unlike more traditional programmes, GHA DISCOVERY does not ask members to count points towards their next upgrade. Instead, members earn and spend DISCOVERY Dollars (D\$), an exclusive rewards currency. They also enjoy members-only Experiences curated by each hotel and have access to properties close to home, without a stay, through member-only Local Offers.

For more information about GHA DISCOVERY or to join, visit www.ghadiscovery.com or download the GHA DISCOVERY mobile app. Travellers can also connect with GHA DISCOVERY on Instagram and Facebook.

About Ultratravel Collection

Ultratravel Collection brings together hotels of distinction for the discerning traveller. Its membership is reserved for the very best hotels and resorts in the world – genuinely luxurious and iconic properties that deliver the finest service and personalised guest experiences. Member hotels share an integrated global platform for guest recognition and loyalty rewards, the DISCOVERY programme from partner Global Hotel Alliance, as well as beneficial relationship with the multi-media brand Ultratravel, the other founding partner of Ultratravel Collection. For more information, visit ultratravelcollection.com

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For press enquiries and interview opportunities, please contact:



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