

NICCOLO
CHENGDU

For Immediate Release

**NICCOLO CHENGDU PARTNERS WITH DIOR TO
LAUNCH THE LUXURY PRESTIGE SKINCARE EXPERIENCE**



Niccolo Chengdu

Chengdu, China, 11 November 2022 – Niccolo Chengdu teams up with DIOR to unveil the luxury PRESTIGE skincare experience in the city's most desirable location. Be spoiled with the legendary roses from Granville and have a stylish stay at the bustling centre of Chengdu.

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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NICCOLO CHENGDU X DIOR PRESTIGE AFTERNOON TEA

NICCOLO CHENGDU X DIOR PRESTIGE AFTERNOON TEA: Indulge in the art of fragrance and culinary pleasure made possible by ingenious craftsmanship and presented in an artisanal manner. Enjoy NICCOLO CHENGDU X DIOR PRESTIGE Afternoon Tea set and exclusive beverages starting from RMB698++/2 persons, or a champagne package at RMB998++/2 persons, including a DIOR's exquisite dessert platter, a 200ml bottle of Moët & Chandon Rose Imperial Champagne, and exclusive beverages. From now until December 31, 2022, purchase either of the co-branded afternoon tea sets and receive a quintessential DIOR PRESTIGE gift box. Customer can also receive a premium PRESTIGE gift box and a 20-minute facial service at appointed DIOR Beauty Boutique with a redemption voucher. During the promotion, spend a cosy afternoon at The Tea Lounge and explore the DIOR PRESTIGE themed flower wall.

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NICCOLO CHENGDU X DIOR PRESTIGE GIFT BOX

DIOR, founded by Christian Dior in Paris, France in 1947, has broken with the established definition of elegance. Driven by his passion for feminine beauty, Dior's skincare collections have formed an obsession with the pursuit of perfection. For 20 years, Dior science has extracted the most powerful and active ingredients from the Rose de Granville, and infused them into the Prestige collection, in order to restore the skin's fresher and more youthful look. 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 experience that pleases five senses. Pamper yourself this winter with the DIOR PRESTIGE collection and unwind in the utmost comfort of your leisurely hours.



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The Tea Lounge at Niccolo Chengdu

Address: The Tea Lounge, 3F Niccolo Chengdu, Tower 3, IFS, Section 3, Hongxing Road, Jingjiang District, Chengdu, Sichuan, China.

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

About DIOR

DIOR, founded by Christian Dior in Paris, France in 1947, has broken with the established definition of elegance. Driven by the couturier's passion for feminine beauty, Dior's skincare collections have formed an obsession with the pursuit of perfection. The nature-inspired couturier had a deep love of flowers. Flowers inspire Dior science, and lie at the heart of the research carried out by Dior scientists. In 1992, Dior moved to ethnobotany, thus integrating the brand's deep affinity for nature with the couturier's enthusiasm about quality materials and exceptional savoir-faire. As a result, the house has built a team comprising over 250 researchers, biologists and formulators; developed cutting-edge technology with a range of patents granted; and cultivated rare flowers in 8 "Dior Gardens", hence the collection of more than 3,000 raw materials.

About Niccolo Chengdu

NEW ENCOUNTERS. TIMELESS PLEASURES.

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

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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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