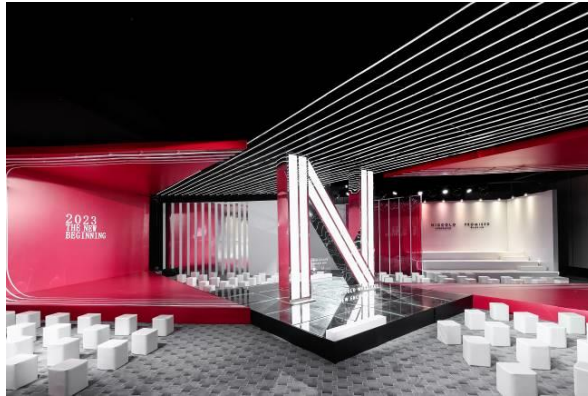


For Immediate Release

## Niccolo Chongqing Presents "New Encounters" Themed Wedding Show



*"New Encounters" Themed Wedding show*

**March 5, 2023 (Chongqing, China)** – On 5 March 2023, Niccolo Chongqing, in collaboration with Promised Wedding, proudly presented the Niccolo Wedding Show: New Encounters. Niccolo held this elegant show for selected couples and guests, creating a sublimely beautiful venue and event. "Enchanting Magenta," the most popular colour of 2023 and representative of a new stage in life, was used throughout the wedding show. The designer placed a giant capital letter "N" in the middle of the 4th floor Niccolo Ballroom, representing both NICCOLO and NEW. The effect was that of a newly-opened door, signifying that a wedding is a new and beautiful starting point to the next phase of life. The extended geometric lines of the letter 'N' were used to creatively divide the ballroom, and the designer's use of light, shadow and spatial reorganisation gave an original and fashionable interpretation of contemporary weddings. This dramatic presentation created an immersive spatial and visual experience, bringing a unique wedding aesthetic to the prospective couples.



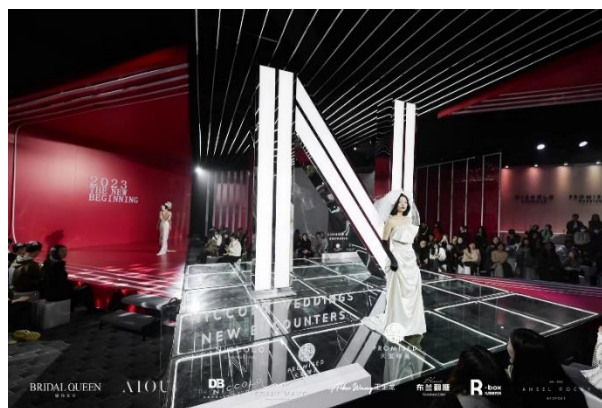
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*Wedding Show in Niccolo Ballroom*

The wedding show's partners included Bridal Queen, AIOU, Colin Wang, The Day to Be, AlberWang, Blane Fondant Cake, R-BOX, and Ansel Rocky Bespoke. The "Promised Wedding" analysed the evolution of weddings and presented current trends to the prospective couples, while a fashion show hosted by the "Bridal Queen" allowed guests to appreciate the latest work of wedding dress industry pioneers. The wedding gowns presented were all original high-fashion brands represented by "Bridal Queen", such as WINK ATELIER, a Chinese designer brand that follows a minimalist aesthetic; KATHY LAWRENCE, a high-quality Taiwanese brand that draws its inspiration from cultural awareness; and WHITE PRIVEE, an independent Chinese designer brand that focuses on exquisite fabrics and craftsmanship. Models crossed the showroom floor in elegant and innovative wedding dresses, allowing the prospective couples to dream and visualise their ideal wedding.



*Wedding Dress Fashion Show*

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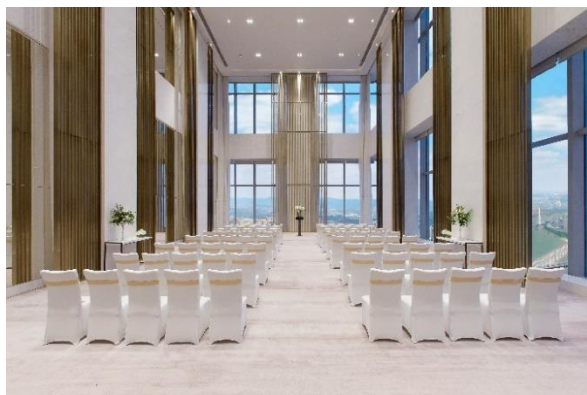
CHONGQING

In addition, a raffle was held on the day of the show. Prizes included not only luxury items donated by the major partners, but also the opportunity to experience the luxury of Niccolo hotel Sky Suites. The hotel also cooperates with other wedding brands, professional wedding planners, photographers, and offers luxurious facilities to provide a one-stop service for newlyweds to create the wedding of a lifetime.



*Niccolo Ballroom*

The Niccolo Ballroom on the 4th floor covers an area of over 1,000 square meters, and includes an elegant pillar-less inner hall, a spacious foyer and a connected outdoor garden for guests to mingle. It also includes a separate VIP lounge and dressing room for the bride and groom, allowing them to enjoy the luxury and convenience of the hotel facilities and services. In addition, the Conservatory is one of the few high-ceilinged auditoriums in south-western China, and its stylish foyer corner staircase with its white marble-cut steps make it a natural runway space. The Conservatory's 11-meter height and breath-taking views of the Yangtze River make it the perfect choice for parties and wedding ceremonies in the city.



*The Conservatory*

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With its experienced team and creative planners, Niccolo Chongqing offers customized wedding packages to suit the unique themes and needs of newlyweds. Gourmet banquets are led by Chinese Chef Lin Bingji and his outstanding team to create a feast for both the eyes and the palate, featuring classic and exquisite Cantonese cuisine. In addition to the culinary delights, Niccolo Hotel's own custom-branded Prosecco - sourced from Italy and certified by the DOC - is also available in an original custom bottle to complement any wedding or other celebratory occasions.

\*END\*

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## **About Niccolo Chongqing**

### **NEW ENCOUNTERS. TIMELESS PLEASURES.**

The city's highest hotel offers a superb location in the heart of Jiangbeizui, Chongqing's dynamic new Central Business District and the city's most fashionable address. Ideally situated on levels 52 to 62 of Tower 1 Chongqing IFS, The Hotel offers the discerning traveller 252 elegant, luxurious guestrooms and suites with spectacular, unrivalled vistas of Chongqing and beyond that naturally shift as the day transitions from day into night. The three sky-high destination restaurants and bar on level 62, Niccolo Kitchen, The Tea Lounge and Bar 62 which bring together culture, gastronomy and breath-taking views to offer a variety of unique, sky-high destination dining experiences that are sure to delight the discerning palates of today's global travellers as well as the city's well-heeled locals. In addition, the hotel will include fitness centre Sky Gym, The Spa with five treatment rooms, and Sky Pool, a 20-metre swimming pool with panoramic views.

Niccolo Chongqing is set to become the city's desirable location for conferences, events, weddings and other celebrations. The hotel will offer outstanding event venues, including ten function rooms, the spacious Niccolo Ballroom with direct car access and outdoor event space The Courtyard on level 4, a stunning show-stopping, glass enclosed Conservatory on level 61.

Niccolo Chongqing is a member of the Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands, bringing together more than 35 brands with over 500 hotels in 85 countries.

Further details on Niccolo Chongqing are available at [niccolohotels.com](http://niccolohotels.com).

## **About DISCOVERY Loyalty**

A memorable trip demands more than a comfortable stay. DISCOVERY, an award-winning global loyalty programme, provides 11 million members recognition and perks across over 500 hotels, resorts and palaces in 85 countries. Elite members have the opportunity to immerse themselves in local culture through Local Experiences, distinctive activities that capture an authentic taste of each destination. For more information, visit [discoveryloyalty.com](http://discoveryloyalty.com)

## **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

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beneficial relationship with the multi-media brand Ultratravel, the other founding partner of Ultratravel Collection. For more information, visit [ultratravelcollection.com](http://ultratravelcollection.com)

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