

THE MURRAY

HONG KONG

For immediate release

FESTIVE SCENTS OF ATELIER COLOGNE IS FILLING THE AIR AT THE MURRAY

Embark on a stellar holiday adventure at The Murray with the brand's Holiday Collection

17 December 2021, Hong Kong SAR, China – This festive season, The Murray, Hong Kong, a Niccolo Hotel joins hands with Atelier Cologne to make holiday time gold, celebratory and warm.

Atelier Cologne is celebrated for offering the same freshness, elegance, and transparency of a cologne, but with the exceptional long-lasting power of a Pure Perfume. The first fragrance house entirely dedicated to cologne, powerful memories and treasured emotions are the genesis of each of its creations. To create sensational experience this Christmas, Atelier Cologne presents a Holiday Collection designed by the Ukrainian artist Daria Hlazonova. Discover an enchanting stellar journey through Daria's imaginations on the vast universe, which are transformed to artistic drawings of the galaxy to inspire the viewers.

Inviting guests to embrace the magical spirit of Christmas, the collaboration between The Murray and Atelier Cologne is filled with surprises from gifting guests with signature scents of Atelier Cologne, to decorating the enormous 12 feet Christmas tree with ornaments and gift boxes from the brand's latest Holiday Collection.

CHRISTMAS TREE AT THE ARCHES

The 12 feet Christmas tree at The Arches is adorned with golden ornaments designed by Ukrainian artist Daria Hlazonova. The ornaments, sharing the same design as graphic illustrations of the Holiday Collection's packaging, depict a dazzling path of the stars on the tree. A staple holiday tradition, the tree comes complete with elegantly arranged gift boxes of Atelier Cologne. While marveling at the extravagantly decked tree, guests will experience an olfactory journey brimming with fresh scent of zesty elegance as Atelier Cologne's Orange Sanguine is filling the air of The Arches.

A SCENTED HOLIDAY

The sense of smell triggers memories, and it can transport a person to different places. Guests who stays at The Murray with Christmas Everyday or A Pawfect Christmas package will receive a Perfume Constellations Set from Atelier Cologne's Holiday Collection. Guests are invited to create beautiful staycation memories with new scent and always recall the good times at the hotel.

Discover our sparkling Atelier Cologne Christmas Tree during the festive season and celebrate a memorable scented holiday.

For more information about the holiday happenings at The Murray, please refer to the [festive brochure](#), email themurray@niccolohotels.com or call +852 3141 8888.

A NICCOLO HOTEL

THE MURRAY

HONG KONG

About The Murray, Hong Kong, a Niccolo Hotel

The Murray, Hong Kong, a Niccolo Hotel is a high-profile preservation project by British international studio for architecture and integrated design Foster + Partners. The hotel, part of Hong Kong SAR's Conserving Central initiative, was previously the stand-alone Murray Building, one of the city's most iconic landmarks. The USHKD 1 billion contemporary sanctuary features 336 oversized rooms and suites spanning 25 floors. Other facilities include a swimming pool and spa, a stunning rooftop bar with breath-taking views of the central business district and the green oasis of Hong Kong Park, a series of signature restaurants and bars, as well as creative meeting and event spaces. The Murray is also the first hotel in China and Hong Kong to be listed as "Sharecare VERIFIED® Health Security with Forbes Travel Guide" to recognise the hotel's health security achievement. The Murray 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 The Murray are available at niccolohotels.com.

About Atelier Cologne

Established in 2009, Atelier Cologne is the first Maison de parfum creating Pure Perfumes inspired by the legendary Eau de Cologne. The founders, Sylvie Ganter and Christophe Cervasel, gave birth to a new olfactive family Cologne Absolue. Each Cologne Absolue tells the story of treasured emotions and powerful memories. For the first time, citrus are blended with the most precious natural raw materials for perfectly balanced creations and exceptional lasting power.

Website: <https://ateliercologne.unifyxp.com/en/>

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.

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

About The Leading Hotels of the World, Ltd. (Leading Hotels of the World)

Comprised of more than 400 hotels in over 80 countries, Leading Hotels is a collection of uncommon luxury hotels. Rooted in the locations in which they are found, members embody the very essence of their destination. Through varied styles of architecture and design and distinct cultural experiences enhanced by passionate people, the collection is for the curious traveler looking for their next discovery. Established in 1928 by several influential and forward-thinking European hoteliers, Leading Hotels has a nine-decade-long commitment to providing remarkable, authentic travel experiences. The company selects only hotels that meet its high standards for quality and distinctiveness, resulting in a curated portfolio of hotels united not by what makes them the same, but the details that make them different. Leaders Club is the company's exclusive tiered guest loyalty program, consisting of like-minded travelers seeking

A NICCOLO HOTEL

THE MURRAY

HONG KONG

uncommon travel experiences. The program provides its members with personalised service and exclusive travel benefits to enhance their stays at any Leading Hotel around the world. For more information visit: www.lhw.com, Facebook at www.Facebook.com/LeadingHotels, Twitter @LeadingHotels and Instagram @leadinghotelsoftheworld

For press enquiries, please contact:

Kimberley Lo
Director of Communications
The Murray, Hong Kong, a Niccolo Hotel
+852 5662 1630
kimberley.lo@niccolohotels.com

Evelyn Hung
Public Relations Manager
The Murray, Hong Kong, a Niccolo Hotel
+852 6085 2952
evelyn.hung@niccolohotels.com

A NICCOLO HOTEL