

## Press Release

For Immediate Release

### **Watch Out for Sweet Indulgence & Cocktail Masterpieces at The Mira Hong Kong In Celebration of the Return of HK Watch & Clock Fair - World's Biggest Timepiece Event**

27 August, 2015, Hong Kong: Celebrating art, design and style, Hong Kong's first member property of Design Hotels™, The Mira Hong Kong – a pioneer hotel that fuses savvy technology with bold design concept is collaborating with Hong Kong Trade Development Council (HKTDC) in celebration of the Hong Kong Watch & Clock Fair - world's biggest timepiece event. Immerse yourself in the Royal Circus display as the design haven situated in the bustling heart of Kowloon casts a timeless spell and transforms its art gallery-like lobby into the *'memory lane'* for the perfect showpieces including the design pieces from the finalists of the Watch Design Competition and top-notch timepieces from renowned Swiss watchmakers from **Sept 2 to 12, 2015**. "Salon de TE" – Asia's premier unique showcase for international watch brands is a highlight to the fair and as a touch of elegance to the experience, The Mira Hong Kong proudly presents a selection of limited-edition sweet indulgence at COCO designed by Executive Chef Pastry Chef – Jean-Marc Gaucher to reflect the timeless nature and the craftsmanship of timepieces; whilst a trio of limited-edition craft cocktails are created by the award-winning mixologist – James Tamang with the art of fine watchmaking as inspiration.

From **Aug 27 – Sept 12**, take a moment to savour the sweet indulgence at COCO including **Renaissance Moment** (HK\$48) reminiscent of classic and elegant pocket watches; **Wearable Tech** (HK\$42) a chocolate bar studded with technology; and precisely handcrafted by Chef Jean-Marc **Craft Treasure** (HK\$328), silky milk chocolate mousse on bitter dark chocolate sponge with passion fruit puree, berries, cinnamon & orange zest decorated with chocolate clockwork mechanism windup, which pays homage to the craftsmanship inherent in functional mechanical watches with fine movements. Wind down at one of the two hotel lounge bars, open-air Vibes or Room One in the trendy lobby, with James Tamang's timeless cocktails including **Chic & Trendy**, which features a vibrant mix of colors as portrait of the young and energetic image; **Swiss Eminence**, which makes use of ingredients with a long history that evolve over time such as sherry and aged rum; and the **Pinnacle of Watchmaking** topped with a half-capsule ice piece to represent the craftsmanship touches of watchmaking, each at HK\$118.

"With over 30 years of history, the Hong Kong Watch & Clock Fair is the most sought-after event of the industry whilst Salon de TE is a strong appeal to high-end market worldwide. As a hotel that celebrates art and design at its core, The Mira Hong Kong is most honoured to be a part of this iconic event through the collaboration with HKTDC with our horology inspired pieces to delight guests from around the world," says Gerhard Aicher, General Manager of The Mira Hong Kong.



Sweet indulgence handcrafted by Chef Jean-Marc Gaucher **Craft Treasure** (left), **Renaissance Moment** (middle) & **Wearable Tech** (right) in celebration of the Hong Kong Watch & Clock Fair 2015.



**Pinnacle of Watchmaking** (left), **Chic & Trendy** (middle), **Swiss Eminence** (right) created by the award-winning mixologist – James Tamang to reflect the timelessness and craftsmanship of timepieces are served at Vibes & Room One.

*All prices mentioned are subject to 10% service charge.*

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Hi res images available for download: <http://we.tl/Ahz3aLwiCW>

#### **About Watch & Clock Fair**

With over 30 years of history, Hong Kong Watch & Clock Fair covers full spectrum of the watch and clock industry, from complete watches & clocks, parts & components, machinery & equipment to packaging. The event featured 765 exhibitors from 19 countries and regions in 2014.

#### **About Salon de TE**

Salon de TE is an international event with a strong appeal to the high-end market. In 2014, it featured 145 prestigious international brands from 19 countries and regions and more than 19,000 international buyers visited the watch fair and Salon de TE.

### **About The Mira Hong Kong**

The Mira Hong Kong is a smoke-free, design hotel with 492 boldly accented guest rooms, including a collection of 56 suites and specialty suites. Overlooking the lush Kowloon Park and centrally located in Tsimshatsui – the heart of Hong Kong’s commercial, shopping, dining and entertainment district – the hotel easily connects guests to all parts of the vibrant metropolis being just a short walk from MTR stations and the Star Ferry.

With free high-speed Wi-Fi throughout entire hotel, complimentary mobile solutions with free data, local and international calls as well as access to personalized concierge service on the move, high-end Bose iPod docking stations, wirelessly controlled on-screen infotainment, intuitive ambient lighting and in-room safety box in which guests may charge their laptops, the hotel stands out among 21st century hospitality choices in Hong Kong.

From the chic, pillar-less penthouse ballroom designed by Colin Cowie where abundance of natural daylight and staggering park views are offset by futuristic audio-visual rigging including 25,000 color combinations of customizable LED lighting, through open-air lounge bar hidden in the courtyard terrace, to one of the eight equally outstanding multi-function rooms with high-speed internet, the hotel offers an array of meeting and event spaces.

*The Mira Hong Kong is a member of Design Hotels™, HIP Hotels, Tablet Hotels and Kiwi Collection.*

[www.themirahotel.com](http://www.themirahotel.com)

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