



DESIGN HOTELS™ OPENS THE GATES TO SHOPPING HEAVEN

Berlin, 2 July 2009 – Shopaholics beware: Design Hotels™ is now presenting irresistible options for combining travel with some top-notch retail therapy. From the fashion capitals of Paris and London to Helsinki – a hotspot for those in the know – four members of Design Hotels™ cater to guests with specials offerings, gifts and best of all: insider knowledge. Whether it's the Bel Ami or the Artus Hotel in the heart of Paris, the Metropolitan London or the Klaus K in Helsinki, these individual hotels will put fashionistas, trend-mavens and design-label diehards on the direct path to shopping paradise.

Metropolitan London

With Mayfair, Bond Street and Knightsbridge within walking distance, the Metropolitan is perfectly poised for shopping heaven. With the exclusive “Tote to Toe Shopping Experience” guests can enjoy a day of non-stop shopping in London. This package includes a £50 voucher to spend in nearby Selfridges. On top, guests receive companions such as the store guides *Independent London*, and *VERYstyleguide*, as well as a tote shopping bag. Upon return, there await various après-shopping must-haves from a bottle of chilled Pink Champagne to COMO Shambhala aromatherapy oils to refresh the senses. For dinner, guests have priority reservations in the hotel's Michelin star-rated restaurant Nobu and access to the famous members-only Met Bar.

Bel Ami

Neighbour to the most famous French and international fashion brands in the exclusive Latin Quarter of Paris is the Bel Ami – a shopper's best friend. Taking retail therapy to the ultimate, the Bel Ami hotel is offering a “Personal Shopping Experience”. To get into the mood, guests are welcomed with a VIP gift from Ferragamo, Montblanc or another luxury brand. The real experience starts with the arrival of Anne Régent Nataf, their personal shopper from My Paris Coaching. She prepares the tour according to clients' preferences and shows them all the best boutiques in the district of Saint-Germain-des-Près. A relaxing sauna bath or a special “Return from Shopping” foot massage is the perfect treat to top off the day.

Artus Hotel

Fine-art lovers and style mavens alike flock to the Artus Hotel in Paris's beloved Saint-Germain-des-Près. Guests are invited to discover the Latin Quarter through two shopping routes, which lead to a hand-picked selection of shops. The Glamour Route leads through narrow streets with little boutiques and finishes at Place St. Germain – home to prestigious brands like Armani and Dior. The Perfumes and Flavours Route gives lovers of luxury the opportunity to taste famous French wines as well as sample perfumes. Guests will not have to worry about being weighed down by bags since all boutiques will deliver the purchases to the hotel for free. What's more, the “Bon Vivant” package at the Artus Hotel offers unlimited use of the sauna, a bottle of wine upon arrival, a special welcome gift, a chocolate tasting experience, a selection of chocolates from ‘Cacao et Chocolat’ as well as a 10% discount in their boutique, just across from the hotel.

Klaus K

Home to some of the most forward thinking Scandinavian designers, Helsinki has established an exciting shopping scene – and Klaus K is in the middle of it all offering the “Urban Getaway Package”! The best boutiques, stores and restaurants in the city await guests with great benefits. At the lifestyle stores ‘My o My’ and ‘Rehab’, they can book their personal shopping time and buy the latest fashion lines of renowned Scandinavian and international designers such as House of Dagmar, Lagerfeld and Tom Ford. To start into the night, guests can enjoy a glass of champagne and then head to Klaus K's Toscanini Restaurant for an exclusive Italian style dinner, which is part of



the shopping package. Afterwards, they can don their new clothes and hit the dance floor at the hotel's own Bar and Club Ahjo, one of Helsinki's hippest locations.

For further information and to book these shopping experiences, please visit: www.designhotels.com/shopping

NOTE TO THE EDITORS

Should you require additional details, please contact:
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Images and details are available online: www.designhotels.com/press

For reservations, please visit the website: www.designhotels.com/shopping or telephone the appropriate Design Hotels™ toll-free number:

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ABOUT DESIGN HOTELS™

Design Hotels™ represents and markets a hand-picked collection of more than 180 hotels in over 40 countries across the globe. Established in 1993, as the first of its kind, the company offers unparalleled specialist knowledge from conceptual branding through to market trend consultancy and international representation.

The member hotels are independently owned but united by a commitment to individuality, progressive design and cultural authenticity. Design Hotels™ embody the most advanced ideas in the hospitality industry and offer cosmopolitan travellers new options for both travel and inspiration. The company has its headquarters in Berlin and branches in London, Barcelona, New York, Singapore, Bali, Tokyo and Perth.
