



NICCOLO
SUZHOU

For Immediate Release

Fashion Encounters Media FAM Trip

Suzhou, China, 22 April 2024 – Nestled among the clouds of Suzhou International Square (IFS), the city's tallest skyscraper and beacon of the future, Niccolo Suzhou, celebrated its third anniversary recently. Taking inspiration from luxury fashion, Niccolo Hotels spearheads contemporary chic design experiences and is committed to innovation and providing each guest with personalised services, while delivering extraordinary luxury experiences. On the occasion of its third anniversary, Niccolo Suzhou has planned a series of exciting activities under the theme of "Blossom in Glory", inviting media outlets to follow the pioneering vision of Niccolo Suzhou as it embarks on a journey of fashion encounters in the heights above the city.

Discovery of Ever-lasting Fashion

On 19 April 2024, Niccolo Suzhou held the Niccolo Lectures themed "sustainable fashion", inviting Ms. Even Lu, Director of Hotel & Tourism Business Department of GO Traveling, Mr. Stewart Chen, Fashion Director of Bicester Village Shanghai & Suzhou, Mr. Nie Kaiwei, Founder of SILK STUDIO and Mr. Yang Song, an Ikebana Artist, as the guests of honour to share their insights on different industries' perceptions of fashion and to talk about the present and future of sustainable development.

Ms. Even Lu, Director of Hotel & Tourism Business Department of GO Traveling, spoke about the importance of sustainable travel in the Literature & Tourism industry chain, and mentioned that sustainable travel has become an important choice in today's world, across the board. GO Traveling, as a multi-channel media matrix, provides real-time sharing of global travel industry hot news, the latest fashion trends, and advocates for the concept of sustainable, healthy, eco-friendly travel.

Mr. Stewart Chen, Fashion Director of Bicester Village Shanghai & Suzhou, highlighted the ongoing dedication of the two shopping destinations to showcasing the influence of fashion.

苏州尼依格罗酒店

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Bicester Village Suzhou, a chic hub for travel and shopping, is marking its 10th anniversary with a range of thrilling events such as Bicester Parlour, exclusive brand showcases, vibrant culinary experiences, and trendy art displays.

As a doctorate of silk design, Mr. Nie Kaiwei created the SILK STUDIO brand and had this to say about the fashion industry: "The brand is committed to the revival of court silk aesthetics, the charm of Chinese tradition and to having the posture of the times, slowly meeting the needs of modern people. So, we use a combination of digital weaving and printing of silk, and China's exquisite traditional hand-embroidery techniques, that ultimately become collectible and sustainable silk treasures."

At the end of the lectures, the media and guests also enjoyed the Beauty Icon Afternoon Tea that was presented, using recycled glass bottles for the Ikebana Experience under the guidance of the renowned Ikebana Artist, Mr. Yang Song.

Dining Inspiration above The Clouds

During the three days and two nights of this fashion discovery event, Executive Chef Jimo Ong and his team presented different styles of art and entertainment to our media friends and invited guests. On the day of the event, a dinner was held in The Conservatory, where a five-course western-style menu was paired with a series of fine wines, combining the senses of sight, smell, taste, touch and sound, offering multiple forays into the realm of food fantasy. The next day, medias woke up to the 3rd Anniversary Brunch at our modern Niccolo Kitchen, with delights featuring seafood, cheese platters, a variety of continental favourites and much more, to start the day on a slow note. On the second night, the hotel invited its media friends to the Roma to enjoy a "Huaiyang" feast, which was delicately crafted to present the flavours of Jiangnan.

Made for You to Feel

On 20 April 2024, the hotel also invited media friends to Bicester Village Suzhou on the banks of Yangcheng Lake, where they encountered the finer points of continental style, as well as the

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artistic and humanistic atmosphere of a unique brand of fashion, a continuation of Niccolo Lectures of "Ever-lasting Fashion". Everyone could enjoy a romantic lakeside spring view, explore the colourful fashions, and escape the hustle and bustle of the city and relish an extraordinary shopping experience and supreme personalised service.

For more information, please visit the official WeChat account "Niccolo Suzhou".

Or call Niccolo Suzhou at tel: 0512 6068 8888.



Scan QR Code

About Niccolo Suzhou

Niccolo Suzhou features 233 spacious, chic and elegant guestrooms, including 20 suites. Sky-high destination dining offers include Niccolo Kitchen, The Tea Lounge and BAR 115. The event spaces on the 116th floor are the perfect venues for various occasions, while the ultimate sanctuary of well-being and fitness on the 117th floor delivers an exquisite experience for the senses.

About Wharf Hotels

Hong Kong SAR-based Wharf Hotels, a hospitality group and subsidiary of The Wharf (Holdings) Limited, owns and/or operates 16 hotels in Hong Kong, Mainland China and the Philippines across three brands – Maqo, Marco Polo Hotels and Niccolo Hotels. Collectively, the portfolio offers more than 5,000 guestrooms, meeting spaces and crafted experiences for solo and group travellers in gateway cities. By 2025, the portfolio is expected to encompass 25 properties with pipeline projects in Bangkok, Shanghai, Shenzhen, Singapore and Tokyo. For more information, please visit wharfhoteles.com or [LinkedIn](https://www.linkedin.com/company/wharfhoteles).

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About Niccolo Hotels

Niccolo Hotels is a collection of five contemporary chic hotels inspired by luxury fashion. Underpinning the brand is the desire to make life effortlessly luxurious for guests with engaging experiences, art and design, and sophisticated spaces. The brand's first property opened in Chengdu in 2015 and it is now present in Hong Kong SAR, Changsha, Chongqing and Suzhou. Niccolo Hotels is part of [Wharf Hotels'](#) portfolio and a member of Global Hotel Alliance, the world's largest alliance of independent hotel brands. For more information, please visit niccolohotels.com, [Instagram](#) or [LinkedIn](#).

About Global Hotel Alliance

Global Hotel Alliance (GHA) brings together a diverse collection of independent hospitality brands with GHA DISCOVERY, a multi-brand loyalty programme leveraging a shared technology platform. Through membership in GHA, brands expand their global reach, drive incremental revenue, and reduce dependence on third-party channels, all while maintaining management independence and individual positioning. GHA represents a collection of 40 brands with more than 800 hotels in 100 countries. The award-winning GHA DISCOVERY programme serves 26 million members and generated \$2.3 billion in revenue and 10 million room nights in 2023.

GHA's brands currently include Anantara, Araiya, ASMALLWORLD, Avani, Bristoria, Capella, Corinthia, Divani, Doyle, Elewana, JA Resorts, Kempinski, Leela, Lore, Lungarno, Maqo, Marco Polo Hotels, Mysk, NH Collection, NH Hotels, nhow, Niccolo Hotels, Nikki Beach, NUO, Oaks, Outrigger, Pan Pacific, PARKROYAL COLLECTION, PARKROYAL, Patina, The Residence by Cenizaro, The Set Collection, Shaza, Sukhothai, Sun International, Tivoli, Ultratravel Collection and Viceroy. For more information, visit www.globalhotelalliance.com or [LinkedIn](#).

About GHA DISCOVERY

Launched in 2010, GHA DISCOVERY is the world's largest loyalty programme for independent hotel brands, featuring more than 800 hotels, resorts, and palaces across 40 brands. Members enjoy VIP recognition, thoughtful benefits and generous rewards at home or away. GHA DISCOVERY members earn and spend DISCOVERY Dollars (D\$), an exclusive rewards currency.

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They also enjoy member-only Experiences curated by each hotel, plus they 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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