

Amara Hotels & Resorts Launches New Brand in China

Amara Signature Shanghai Now Opens

As a Gleaming New Addition to the City's Upcoming
Changshou Road Commercial Zone

Shanghai, China, February 5, 2018 - Amara Signature Shanghai, a new luxury brand under Singapore's leading hospitality group Amara Hotels & Resorts, celebrates its soft opening. Featuring a simple yet stylish all-glass façade, the 30-storey international five-star hotel radiates confidence in the bustling intersection of Changshou Road and Jiaozhou Road, marking a new chapter of the city's emerging commercial zone that is at once progressive and cultural.

Set to become a prime social and business hub in its lively neighbourhood, Amara Signature Shanghai aims to attract a new generation of contemporary influencers, business professionals, innovators and creative executives. The hotel offers well-appointed accommodation, authentic cuisines and dining experiences, advanced technology and business convenience, expansive meeting and event spaces, state-of-the-art wellness facilities, and thoughtful personalised service to make every moment count for the guests. Amara Signature also plans to host a vibrant series of events to facilitate interaction and collaboration among the city's business and local communities.

"Amara Hotels & Resorts has been embracing a genuine approach to Asian hospitality and service excellence since our inception in 1986, represented by our contemporary business hotel brand Amara Hotels and luxury resort brand Amara Sanctuary that are favoured by both business and leisure travellers alike", says Albert Teo, Chief Executive Officer of Amara Holdings Limited.

"The launch of Amara Signature marks a significant milestone for our company", Teo continues. "The brand caters to a new generation of travellers and city explorers, offering an inclusive, refreshing experience reflected in stylish design, world-class service, state-of-the-art facilities and lifestyle amenities. Shanghai is an exciting city full of opportunities that draws talents and entrepreneurs together, it makes an ideal location for our very first Amara Signature hotel."

Amara Signature Shanghai comprises 343 spacious rooms and suites between the 7th and 30th floors, with each room featuring floor-to-ceiling windows overlooking the vibrant city. Ranging from 32 to 149 square-metres, all rooms capture a welcoming ambiance with modern classic interiors, comfortable plush beddings, spacious bathroom, complimentary high-speed Wi-Fi and a 43"-55" flat-screen TV with satellite channels.

Food and beverage establishments include all-day dining restaurant *BLU*, offering sumptuous a la carte and buffet selections featuring Singaporean, Japanese, Western and local Chinese cuisines. Stylish lobby bar *FLO* is an ideal location for guests to socialise over fine wines, refreshments and music. The Grab n Go boutique at our lobby offers beverages, sandwiches, light snacks and exquisite souvenirs to bring home.

Occupying an expansive area of 1,100 square-metres, the Grand Ballroom and ten multi-purpose function rooms offer state-of-the art event facilities and flexible configurations, along with 191 parking spaces in the basement, to cater to events and conferences of all scales.

The stylish outdoor pool is a perfect oasis in the bustling city. The spacious round-the-clock fitness centre boasts the latest Life Fitness equipment and customised workout programmes led by expert trainers.

Scheduled to open in the second quarter of 2018, the Amara Club Floors with 110 tastefully-designed rooms and suites grant guests a host of elevated services in exclusivity, including:

- Access to the exclusive Amara Club Lounge with panoramic views of the city, serving daily breakfast, afternoon tea and evening cocktails
- Personalised butler service
- Complimentary pressing - two items per stay
- Complimentary two-hour use of Amara Club meeting room per stay
- Express check-in and check-out
- Free local calls
- Packing and unpacking service
- Pillow menu
- PressReader access
- Shoe shine service

Amara Signature Shanghai is adjacent to 100 AM Shanghai, a 10,500 square-metre complex comprising an office tower and a retail mall that offers a curated selection of dining outlets and a cinema. Located on Changshou Road, one of the arteries in the west downtown area dotted with an alluring array of under-the-radar boutiques and eateries, the hotel is only a few minutes' walk from metro lines 13 and 7, a quick 10-minute drive away from the prestigious and fashionable business and shopping district of Jing'an, a 30-minute drive from Shanghai Hongqiao International Airport and 50-minute from Shanghai Pudong International Airport.

“Changshou Road captures a unique and strong sense of place with the historical buildings, storied past, colourful culture and city vibe”, says Henry Lee, General Manager of Amara Signature Shanghai. “We envision Amara Signature Shanghai as a new landmark of the city, upgrading the business district in the neighbourhood, meeting the needs of local customers for exquisite lifestyle and social venues, and offering a perfect stay for domestic and international travellers who want to explore a different side of Shanghai”.

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AMARA HOTELS & RESORTS is a hospitality brand for a new generation of world travelers. For our guests, luxury is about more than just beautiful spaces, impeccable service, seamless connectivity or indulgent experiences. It is about living meaningfully in the moment. Amara Hotels & Resorts owns and manages four hotels under its portfolio; Amara Singapore, Amara Sanctuary Resort Sentosa, Amara Bangkok and Amara Signature Shanghai.

To make reservations and for more information about Amara Hotels and Resorts, visit www.amarahotels.com , Follow Amara on Twitter at www.twitter.com/amarahotels , Facebook at www.facebook.com/Amara.Hotels.Resorts, and Instagram at www.instagram.com/amarahotels.resorts

For media enquiries, please contact:

Vivienne Wang

Marketing & Communication Manager

+86 21 3216 2812

vivienne.wang@amarahotels.com



Hotel Exterior - Night



Hotel Exterior - Day



Premier Room



Premier Room - bathroom



Fitness Centre



Grand Ballroom

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