

Press Release – FOR IMMEDIATE RELEASE

Sugar Just Got Sweeter!

Hong Kong, 4 July 2018 – Eight years after its opening, *Sugar (Bar.Deck.Lounge)* is now putting on a new face. Designed by Zanghellini & Holt Associates (ZHA), an architectural and interior design consultancy specialising in high-quality hospitality and F&B projects, the facelift has added an extra touch of elegance and modern twist. The bar is transformed into a more refined space at night, yet remains to be a multi-functional venue for private events, from company meetings and wedding celebrations, to product launches during the day.

The modernisation work of *Sugar* surrounds the idea of incorporating trendy and novel elements whilst preserving its essence and bustling dynamics. The indoor area is dominated by a long, glowing onyx and timber cocktail bar, as well as a DJ booth at the back. A mix of contemporary, low sofas and armchairs with chic ottomans is located at the centre. The deep green wool and viscose woven rugs enclose the area with luxury and class, nonetheless allowing the bar to be extremely relaxing and comfortable.

The backlit undulating ceilings bring forth a fresher and lighter atmosphere. The end walls are clad with decorative layers of timber-latticed panels against smoky mirrors, creating rich and elegant three-dimensional textures.

ZHA has garnered inspiration from the bar's surroundings, to make it a unique place heading for drinks after work. The emerald-green mountains seen through the bar shelves inspired the textured green and earth-brown hues of the leathers, fabrics, rugs and screens, whilst the sunlight sparkling on Victoria Harbour on the other side is reflected by the softer, light green wall coverings, cushion fabrics, streaked hand-woven rugs, and the highly polished marble and onyx stones framed in glinting bronze metals.

Along with the new look of *Sugar*, the brand-new snack menu merges both eastern and western culinary arts to offer a wide selection of flavours and elevate one's dining experience.

EAST, Hong Kong

29 Taikoo Shing Road,
Taikoo Shing, Hong Kong
香港 太古城 太古城道29號

T +852 3968 3968

F +852 3968 3988

www.east-hongkong.com



For reservations, please email reservations@sugar-hongkong.com or call the bar at (852) 3968 3738.

For event enquiries, please email events@east-hongkong.com.

About Swire Hotels and Swire Restaurants

Swire Hotels has been created to manage soulfully individual hotels in Hong Kong, Mainland China and the USA, providing a characterful experience for well travelled individually minded travellers who seek originality, style and personalised service. We create distinctive hotels with a sense of place that break with convention.

The company's first hotel, The Opposite House in Beijing, opened in 2008 and was followed by The Upper House, Hong Kong, and then by EAST, Hong Kong, EAST, Beijing, The Temple House, Chengdu and EAST, Miami. The Middle House in Shanghai, our latest addition, opened in April 2018.

A restaurant division was set up in 2013 to manage the company's stand-alone restaurant operations. Our first restaurant Plat du Jour opened in November 2013 followed by Public and Ground Public in Quarry Bay. The Continental in Pacific Place opened in October 2014 and Mr & Mrs Fox in 2015, followed by the second Plat du Jour opened in Pacific Place in 2016. Our latest addition, Republic, a sub-brand of Public opened in Taikoo Place in December 2017.

About Zanghellini & Holt Associates

Zanghellini & Holt Associates (ZHA) is an Architectural & Interior Design consultancy specialising in high quality hospitality and F&B projects.

Since formation in 1998, ZHA has gained international recognition as a leading design studio and has completed over 600 projects in Asia for renowned restaurant and hotel groups, including Swire Restaurants, Maxim's, Woolloomooloo, Lei Garden, The Hong Kong & Shanghai Hotels, Shangri-La Hotels & Resorts, etc.

A dedicated team of experienced designers provides outstanding client service from initial design brief and feasibility studies through to detail design and construction management.

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F +852 3968 3988
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For more information, please contact:

Ms Frances Mak
Head of Communications
EAST, Hong Kong
Tel: (852) 3968 3838
Email: francesmak@swirehotels.com

Ms Selina Tang
Assistant Communications Manager
EAST, Hong Kong
Tel: (852) 3968 3839
Email: selinatang@swirehotels.com

Mr Tony Lee
Communications Assistant
EAST, Hong Kong
Tel: (852) 3968 3298
Email: tonyhlee@swirehotels.com

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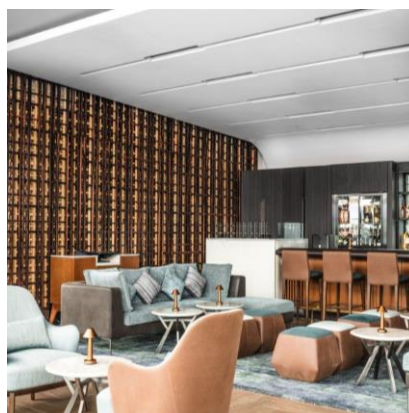
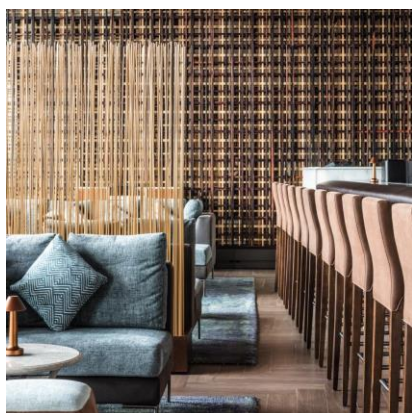
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Latest Images of Sugar (Bar.Deck.Lounge)



Outdoor Deck - Dusk



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