

Press Release – FOR IMMEDIATE RELEASE

The House Collective Pampers Guests with Bamford Inspired and Crafted by Nature

Hong Kong, 13th March 2018 - The House Collective has teamed up with British wellness brand Bamford to offer a new collection of in-room amenities. Available at The Upper House Hong Kong, The Opposite House Beijing, The Temple House Chengdu and soon to be open The Middle House Shanghai, the botanical collection is made with naturally sourced and whenever possible - certified organic ingredients - that nourish and re-energise the body and soul.

At the heart of Bamford's formulations are their signature blends of aromatic essential oils gathered from plants chosen for their exquisite scent and special properties. Bamford's dedication to sustainable, organic and holistic living echoes to The House Collective values and philosophy. Using the finest natural and organic botanical ingredients, our guests can now enjoy the bespoke nature of Geranium, Lavender and Peppermint range of Bamford's botanical collection.

Bamford skincare, along with the ready-to-wear line is by Carole Bamford, who was originally inspired to convert her family farms in Gloucestershire and Staffordshire to organic, with responsible farming based on traditional methods. Her interest to produce sustainable products led her to create Bamford in 2006.

The Bamford Haybarn Spa in the Cotswolds offers wellbeing experiences and treatments to nurture the mind, body and spirit and has inspired an iconic collection of bath and body products, created from the finest natural and organic ingredients.

"We are thrilled to be collaborating with one of the most sought after luxury wellness brands and are now able to offer our guests the finest artisanal amenities to complement their experience at our Houses." comments Toby Smith, Managing Director of Swire Hotels.

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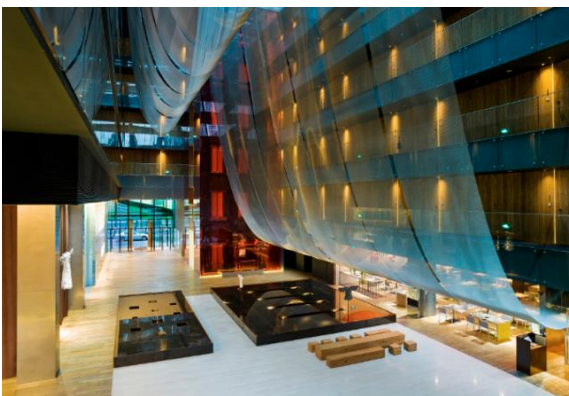
THE
HOUSE
COLLECTIVE



Upper Suite Living Room, The Upper House



Atrium Pool, The Upper House



Atrium, The Opposite House



Living Room Day View, The Opposite House



Exterior, The Temple House



MIXUN Spa VIP Room, The Temple House



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 is scheduled to open in first quarter of 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, follow 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 Bamford

Led by the inimitable Lady Carole Bamford, Bamford is a lifestyle brand driven by the spirit of holistic living and sustainable luxury. Working from handsome locations in Haybarn and Daylesford, the brand makes clothes, skincare and other bits and pieces that have become much-loved by customers around the world. Using the finest natural materials, the brand works with craftspeople in Scotland, Italy, Nepal and India to make its products. The wellness of body and mind is at the heart of everything Bamford does.

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THE
HOUSE
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