



THE HOUSE  
COLLECTIVE

FOR IMMEDIATE RELEASE

## **The House Collective collaborates with Bamford on new sustainability initiative: changing from plastic to aluminium amenities**

**Hong Kong, May 2021** – [The House Collective](#) by Swire Hotels is excited to announce its switch in in-room amenities from plastic bottles to aluminium tubes. This change is a step towards aligning with Swire Hotels' new sustainability development vision as the group strives to not only reduce its impact on the environment, but to actively work with like-minded partners to help achieve its vision.

At Swire Hotels, we understand that we have the power to effect change in our communities through our decisions and actions. In order to manifest this change, we start from the core of who we are - our people. What we envision is creating a healthy ecosystem of people who embody our values, are concerned about our impact on the environment and have the passion to always grow, inspire and innovate. One of the ways we do that is by working with and sourcing from like-minded partners, ones who share and support our conscientious efforts in finding ways, both big and small, to lessen the burden on our environment. This way, we can continue delivering wonderful experiences for now, and for many years to come.

Since 2018, The House Collective has been partnering with British wellness brand Bamford to supply its in-room amenities which were originally designed to utilize plastic packaging. Aligned with the group's goal to minimise the use of plastic, Bamford has proactively found an alternative to bottling their shampoos, conditioners, body wash and lotions by replacing plastic with aluminium. The aluminium tubes serve as a positive sustainable solution as they are not only 100% recyclable but are also tamperproof and hygienic as well. Opting for the tubes significantly reduces the use of plastic, leaving only the cap to be composed of PP material, which is recyclable. Overall, the switch in materials will reduce the amount of plastic consumption by over 3000kg.

The new Bamford aluminium amenities will slowly be rolled out at each House within the next few months starting with The Upper House in March, The Middle House in June and The Temple House and The Opposite House in July.

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### **About The House Collective**

The House Collective by Swire Hotels is a group of refined, highly individual properties that defy comparison. Each uniquely imagined, The Opposite House in Beijing, The Upper



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COLLECTIVE

House in Hong Kong, The Temple House in Chengdu and The Middle House in Shanghai were designed for seasoned travellers who seek a different, intimate and personalised experience in luxury travel. Each House is a sophisticated, singular piece of design, created by talented architects and designers, that reflect the unique qualities of their surroundings.

### **About Swire Hotels**

Swire Hotels creates and manages distinctive hotels in Hong Kong, the Chinese mainland and the United States under two brands, The House Collective and EAST, providing unscripted and authentic experiences for travellers who seek originality, style and personalised service.

The House Collective, a group of Houses each uniquely imagined and inspired by their locations, began with the opening of The Opposite House in Beijing in 2008, followed by The Upper House in Hong Kong, The Temple House in Chengdu and the latest addition, The Middle House in Shanghai, which opened in 2018. EAST are lifestyle hotels located in Hong Kong, Beijing and Miami with an emphasis on working playfully and playing productively. Located in key commercial districts, EAST brings these cities' buzzing dynamism right to our guests.

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at The Upper House



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