

## Thailand News

October 2014

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## 1. SANRIO HELLO KITTY HOUSE

### Project Overview

The Hello Kitty House Bangkok is fully packed with its own restaurant, spa, souvenir shop and café extravagantly decorated in Hello Kitty themes down to every detail. Visitors can enjoy menus and signature dishes adorably decorated with Hello Kitty's cute character. The largest of its kind in Thailand, the complex covers an area of over 800 m<sup>2</sup> and took an investment of more than 100 million baht.

### Project Details

1. **Type of Business:** Coffee shop, spa and gift shop
2. **Open Date:** 08/08/2014
3. **Concept:** Coffee shop, spa and gift shop, all under one roof for Hello Kitty fans
4. **Location:** Siam Square One shopping center, Bangkok
5. **Size:** 800 sq m spread across three floors
6. **Operator:** Rapeepan Luangarmrut (food critic) and partners
7. **Investment Cost:** THB 100 million (USD 3 million)
8. **Target Customer:** Hello Kitty fans
9. **Website:** [www.hellokittyhouse.com](http://www.hellokittyhouse.com)

### Location map



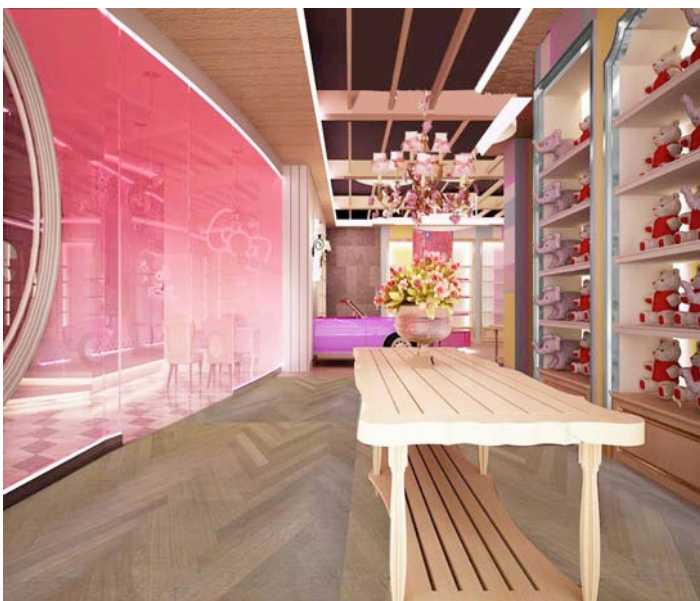
The Hello Kitty House is located at Siam Square One, a new shopping mall at Siam Square. The Siam Square area is somewhat comparable to Shibuya – it consists of a maze of small streets around Siam station and Chulalongkorn University, with an abundance of shops, restaurants, cafés and designer clothing boutiques.



The 150-seat coffee shop is furnished with leather chairs and banquettes in pink, white-painted tables. Life-like fiberglass sculptures stand in different postures in the corners.



Floors are made of marble and the ceiling on the top floor has Hello Kitty-patterned stained glass.





## 2. THE LAKE GARDEN

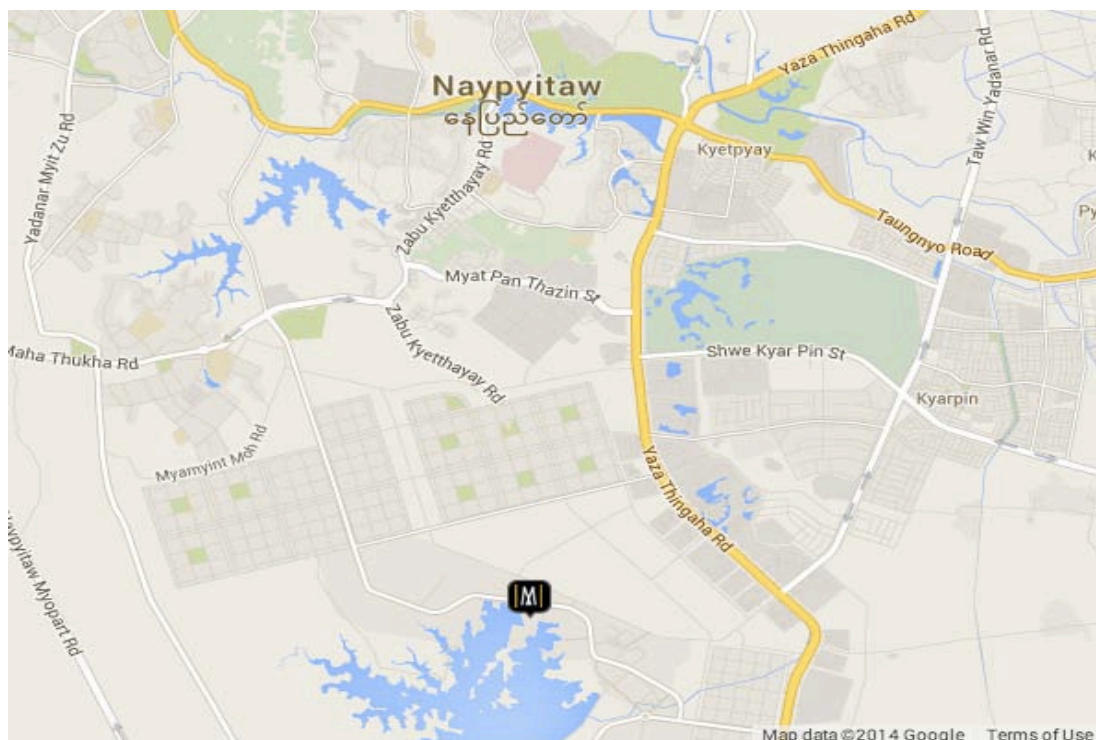
### Project Overview

Despite its non-branded name, The Lake Garden Nay Phi Taw, Myanmar's latest luxury hotel, is actually a part of Accor's high-end MGallery Collection. Located in the new capital city of Myanmar, Nay Pyi Taw, the newly built hotel is surrounded by a tropical garden overlooking a tranquil lake. The hotel features 165 guestrooms and private suites, each artfully crafted with richly textured materials and local furnishings mirroring Myanmar's historical culture and warmth.

### Project Details

1. **Type of Business:** Luxury hotel
2. **Open Date:** 10/2014
3. **Concept:** Contemporary design inspired by the cultural heritage of Myanmar
4. **Location:** Dekkhina Thiri Road, East Nay Pyi Taw, Myanmar
5. **Target Customer:** Business and leisure travelers
6. **Number of Rooms:** 165 rooms and 40 suites
7. **Room Rate:** Rates start around US\$ 270 per night
8. **Hotel Group / Brand:** Accor / MGallery; [www.accor.com](http://www.accor.com)
9. **Website:** [www.mgallery.com](http://www.mgallery.com)

### Location map



The hotel is located in Myanmar's capital city Nay Phi Taw, about 20km away from the airport.



The hotel's lobby was inspired by the Nagayon Pagoda and its gilded decoration. Design features include Burmese script adorning the walls of the hotel's majestic columns and beautiful traditional Burmese puppets.



Guests are greeted at the hotel entrance by three imposing bells, reminiscent of the Great Bell of Mingun and the inspiration behind the hotel's logo and theme.





The hotel's facilities include 6 meeting rooms and a function room that can host up to 300 guests.



Each of the 165 rooms feature artfully crafted design with richly textured materials and local furnishings mirroring Myanmar's historical culture and warmth.

### 3. SULE SHANGRI-LA

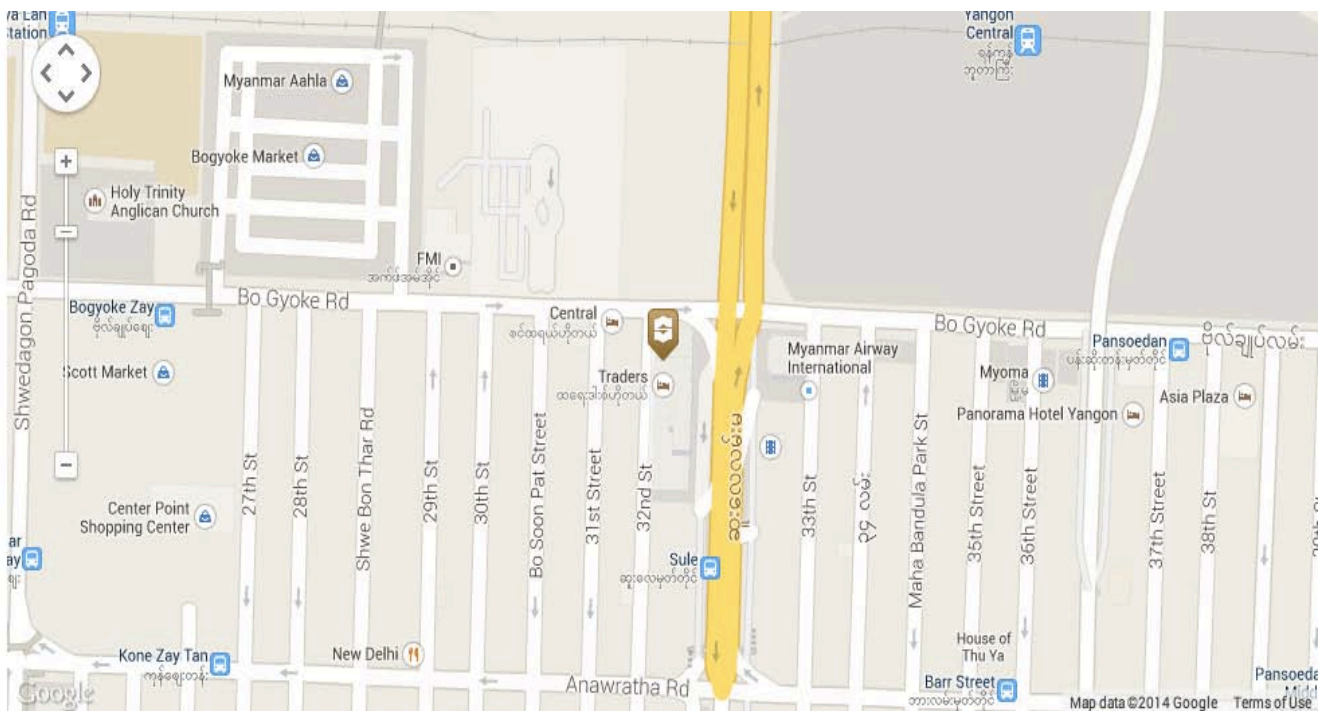
#### Project Overview

The Traders Hotel in Yangon has rebranded to operate as Sule Shangri-La, Yangon following an extensive renovation that took two-and-a-half years to complete. While the exterior of the building is modern, the lobby of Sule Shangri-La, Yangon evokes bygone colonial days with imposing white columns and a grand staircase that ascends to an open balcony. The classic impression extends to the adjacent double-height lobby lounge where a tiered crystal chandelier highlights a wall mural and panel details with intricate peacock motifs.

#### Project Details

1. **Type of Business:** Luxury 5-star hotel
2. **Open Date:** 28/04/2014
3. **Concept:** A modern exterior combined with an interior reminiscent of Myanmar's rich colonial past.
4. **Location:** Sule Pagoda Road, Yangon, Myanmar
5. **Target Customer:** Business and leisure travelers
6. **Number of Rooms:** 484 rooms and 3 suites
7. **Hotel Group:** Shangri-La Hotels & Resorts; [www.shangri-la.com](http://www.shangri-la.com)
8. **Room Rate:** Room rates starting at around US\$ 200 per night
9. **Website:** <http://www.shangri-la.com/en/yangon/suleshangrila/>

#### Location map



The hotel is positioned on Sule Pagoda Road near the landmark namesake pagoda that is over 2,000 years old.





A tiered crystal chandelier highlights a wall mural and panel details with intricate peacock motifs.



The public areas are adorned with tall ornate Burmese vases, panes of intricate woodcarving and specially commissioned art pieces by local Burmese artists.



The room décor references the past with large picture windows that frame the city, river or Shwedagon Pagoda, while vibrant pictures of local life grace the walls of each room to balance the modern touches.