



Press Release

14 October 2009

Wellness and fashion unite at KEE Club



Chiva-Som, Asia's first and best destination spa and KEE Club Hong Kong join together to co-host two healthy receptions which bring you the 'Kee to health and fashion'.

The evening cocktail parties will take place on 20 and 21 October 2009, at Hong Kong's elegant KEE Club for KEE's members and Chiva-Som guests. The aim of the events is to reward Chiva-Som's fans and KEE's members with a first-hand experience of the health resort's award-winning spa cuisine coupled with an insight into their own health and wellbeing.

Multi award-winning executive chef Paisarn from Chiva-Som will prepare spa cuisine canapés, cocktails and mocktails with chef Bonelli from KEE Club. Honorary speaker and regular guest at Chiva-Som, Sir David Tang will share his personal life-changing experience commencing at 6.30pm.

The insight into your health and wellbeing will be provided by a qualified naturopath from the highly reputed holistic centre, Balance Health in Hong Kong. Chiva-Som already has a joint-promotion with Balance Health as it provides a strong synergy on wellness for Hong Kong residents.

Finally, renowned fashion designer and Hong Kong resident Lisa T will provide a fashion show of her highly sought-after cashmere, resort-wear. Lisa T currently sells her elegant cashmere spa collection range of stylish, versatile separates for active wear or relaxation in exclusive outlets including Chiva-Som, Lane Crawford, Harrods and Four Seasons Hotels.

The KEE Club is Hong Kong's visionary private members club open since 2001. Its philosophy of constant evolution dovetails with Chiva-Som's pioneering reputation as Asia's first and most famous health resort. KEE Club is a place for influential, modern people whose lifestyle embraces style, art, music, food, wine, good health and vibrancy for life.

As a further temptation to attend one of these events, Chiva-Som is offering the chance to win a 3-night stay at the resort and Lisa T is offering luxury cashmere items from her fashion collection.

www.chivasom.com

- Ends -

Note to Editors:

Cocktail parties take place at KEE Club Hong Kong on 20 and 21 October 2009 from 6pm to 8pm. KEE Club is located at 6/F,32 Wellington Street Central, Hong Kong. RSVP: (Clariss Yip) hkoffice@heavenportfolio.com / 2571 3018

Chiva-Som

A secluded world of beauty and serenity, Chiva-Som is the "Haven of Life" – a luxury health resort dedicated to revitalising the mind, body and spirit. The beachfront resort represents tranquility at its best with luxurious accommodation, nestled within lush tropical gardens.

Focusing on greater well-being and vitality, Chiva-Som offers extensive fitness, spa and holistic health facilities to help you relax, restore, rejuvenate and redirect. Personalised programmes and treatments are designed for everyone, blending Eastern philosophies with Western diagnostic skills. Widely regarded as the Best Destination Spa in the World, Chiva-Som welcomes you with unique Thai hospitality. Located in the Royal city of Hua Hin, the resort is less than three hours by car south of Bangkok.

Chiva-Som is the proud recipient of numerous accolades, most recently 'Top Ten Detox Spas' SpaFinder 2009; 'Top 5 Overseas Retreat' Condé Nast Traveller Readers' Spa Awards 2009; 'Best Overseas Spa' Luxury Travel&Style Magazine 2009 Gold List; 'Spa Cuisine of the Year' AsiaSpa 2008; 'Favorite Spa in Thailand' and 'Top 10 Medi-Spas' Spa Finder 2008; 'Best Spa in the world' The ULTRAs-The Ultimate Luxury Travel Related Awards 2008; 'Best Overseas Spa' Luxury Travel&Style Magazine 2008 Gold List; 'Top 5 Overseas Spa Retreat' Condé Nast Traveller 2008 Readers' Awards (and every year since 1999).

Chiva-Som has achieved the prestigious Green Globe certification recognising our commitment to operating at the world's highest environmental standard on all levels of operation. The resort has several initiatives, policies and practices in place for energy efficiency and conservation, waste water treatment and reuse, fresh water conservation, waste minimisation and recycling, air quality management and environmentally friendly product-usage.

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