

Indulge in *Priceless Experiences and Privileges* at MasterCard Luxury Week Hong Kong 2009

MasterCard is back as presenter of the MasterCard Luxury Week Hong Kong for the third year running, and cardholders can look forward to an exciting week of shows as we celebrate the world of accessible luxury!

MasterCard Luxury Week Hong Kong is the fourth in the series of major events on MasterCard's fashion calendar in the region, following the Audi Fashion Festival in Singapore in May, Rosemount Australian Fashion Week in April and Rosemount Sydney Fashion Festival in August.

Some of the exclusive lifestyle privileges and exciting offers specially tailored for cardholders around MasterCard Luxury Week Hong Kong include:

Treats at DFS Galleria

Greater Value for Purchases

From 1 August 2009 to 31 October 2009, MasterCard cardholders are entitled to receive gift vouchers when they shop for luxury labels. Cardholders who charge HK\$3,000 in a single sales transaction to their MasterCard cards at the DFS gallerias in Hong Kong and Macau stand to receive a DFS HK\$200 gift voucher for their next exquisite purchase. This fabulous offer is also available at the other outlets in the Hong Kong International Airport, including brands such as Chloe, Dunhill, Burberry, Ferragamo and Celine.

Privileged Access and Membership

Cardholders who spend at least HK\$40,000 on their MasterCard cards at the DFS gallerias in Hong Kong, Macau and Singapore from 1 August 2009 to 31 October 2009 will also get the opportunity to become a privileged DFS Platinum Services Club Prestige member. Members are pampered with special access to the Platinum Suite club lounges, personal shopping assistance, a private limousine service as well as exclusive invites to coveted events, parties and launches.

The first 180 cardholders to qualify as privileged DFS Platinum Services Club Prestige members will enjoy a luxurious complimentary stay at the Four Seasons Macau. This will include an option for either a 2-hour ultimate DFS experience (which includes either a personal shopper or complimentary make-up service), room upgrades, a spa treatment, dining treats or shopping gift vouchers to sweeten their stay.

Win a Priceless Travel Experience

A lucky MasterCard cardholder will also receive a travel experience of a lifetime. Any fashionista's dream, this experience will include a hosted trip to the winner's country of choice, and a priceless experience of a private tour of the brand's factory or front row seats at his/her favorite brand's fashion show.

Exclusive travel packages at MasterCard Luxury Week Hong Kong

MasterCard has put together two exclusive travel packages for its cardholders, allowing them to live the life of a fashion insider. Experience ultimate luxury as a *Passion for Fashion VIP* or through the *Fashion and Culture* experience!

From being part of the privileged few to be introduced to Hong Kong's "hidden retail gems" to having a celebrity makeup artist style you for your professional photography session by one of Hong Kong's top fashion photographers, MasterCard cardholders of the *Passion for Fashion VIP* package can be sure that they'll be the envy of any fashionista. To top it off, cardholders will also be booked in for an exclusive and private appointment at the renowned Kim Robinson salon, having the opportunity to join the league of illustrious names such as Princess Diana, Isabella Rosellini, Audrey Hepburn, Jackie Chan and Michelle Yeoh whom he has worked with.

For those looking to experience some culture, they can look forward to immersing themselves in an exclusive Tai Chi session, and achieve a state of mental calm and clarity with this ancient art. Cardholders will also get to enjoy a special dim sum experience at Hong Kong's trendiest spot – Dragon-I, where they can indulge in some authentic dim sum in the gorgeous eclectic surrounds of this Hong Kong institution.

For both packages, cardholders also enjoy having a top stylist at The Platinum Suite at Lane Crawford create for them their own high fashion look as they sip on champagne and nibble on canapés, get a coveted appointment with one of the fashion houses participating at MasterCard Luxury Week, have the opportunity to hobnob with the brand representatives and be among the first in the world to purchase pieces from their new collections. They will also get to mingle with the who's who of the fashion industry with two VIP tickets to either the opening show of the MasterCard Luxury Week on August 24 or the Best of Show on August 29.

Living and Dining in Style at Grand Hyatt Hong Kong

MasterCard cardholders coming into the fashionable city of Hong Kong can live it up at the Grand Hyatt, enjoying 50% off for their second night of stay. Cardholders will not only get to live in style but also dine in style, enjoying a complementary scrumptious meal for selected MasterCard Luxury Week set menus at various Grand Hyatt restaurants from 24 – 29 August 2009 .

Cardholders who love good food will also be delighted with special privileges at eight Grand Hyatt restaurants from 24 August – 31 October 2009. From enjoying the unpretentious and authentic Cantonese cuisine at the One Harbour Road Chinese restaurant to the classic Japanese food and extensive sake menu at Kaetsu and famous grissini breadsticks and Italian fare at Grissini, cardholders will be spoilt for choice as they enjoy the 15% discount on their dining bill.

Those looking for an excuse to indulge will find it in the special Plateau package put together for MasterCard cardholders. Rejuvenate and relax with that special someone during Luxury Week Hong Kong as you enjoy the peaceful oasis created by the beautiful landscaping, fountains and pools. Sooth your mind and relieve all tired muscles with the Plateau massage, which combines the Shiatsu, Thai and Swedish massage techniques and essential oils. With a range of luxury aromatherapy massage balms to choose from – be it a combination of sandalwood, incense, lavender and myrrh, or a blend of rosewood, lemongrass and mint, you can be sure that you'll

come out relaxed and energized. Cardholders enjoy a special one-for-one Plateau package at HK\$1,450 from 24 - 29 August 2009.

Cardholders who purchase any Plateau treatment costing HK\$800 or more using their MasterCard cards from 24 August – 31 October 2009 will also enjoy a complimentary tea buffet at the Tiffin Lounge. How better to end a relaxing spa session than with an afternoon tea of delectable savory and sweet treats?

Enjoying Special Moments at MasterCard Moments

MasterCard cardholders who are registered on MasterCard Moments stand a chance to be invited to the Dorian Ho show at MasterCard Luxury Week. Be among the exclusive crowd to enjoy the creations by this talented designer, and be inspired by his portrayal of the feminine sensuality through his basic yet classic designs which are accentuated by various forms of hand beading, crystals and motif sequences.

MasterCard has also worked with W Hotel to put together an exclusive shopping package for cardholders, which include a W insider personal shopping consultation and a customized itinerary based on one's retail objective – be it men's and/or women's luxury goods and fashion, market, warehouse and thrift, on-trend hip. To add icing to the cake, cardholders will also enjoy a post shopping bliss foot reflexology for two, and half bottle of Veuve Cliquot delivered to their room to celebrate their day of fruitful purchases!

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