



J Plus Hotel by YOO –
The Name, The Concept

: *J Plus Hotel by YOO – Inspired By Starck*
On its 10th anniversary in 2014, the former J Plus Boutique Hotel was rebranded as J Plus Hotel by YOO following a dramatic, dynamic new HK\$10 million makeover for the iconic fashionista address in Causeway Bay by protégés of original designer Philippe Starck at world renowned design house YOO Hotels.

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Opening Date : Opened on 6 March, 2004 as JIA Boutique Hotel
Rebranded as J Plus Hotel by YOO on May 22, 2014

Interior Designers : Mark Davison, YOO Studio Head of Design and
Gustav Szabo, Senior Designer, YOO Studio
(www.yoo.com/designers/yoo-studio/)

Graffiti Artist : Graffiti4hire, United Kingdom (www.graffiti4hire.com)

Number of Floors : 25

Number of Rooms : 56 chic hotel rooms in 4 categories
- Studio & Studio Plus – 32 (380 sq ft)
- Suite & Suites Plus – 24 (780 sq ft)

Check-in / Check-out Time : 2:00 p.m. / 12 noon

Car Parking : Car parking nearby

Location Details : Hong Kong International Airport (40 mins)
Airport Express Hong Kong Station (15 mins)
Causeway Bay MTR (5 mins)

Hotel Accommodation : Studio (380 sq ft), One-bedroom Suites (780 sq ft)
featuring furnishings inspired by Philippe Starck
with fully equipped kitchen and marble bathroom.

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Majority of rooms non-smoking; smoking room available on request.

All rooms equipped with the following:

- Flat screen swivel television with cable and satellite
- Ipod dock
- State-of-the-art home theatre unit, free DVD library with the latest release movies available for guests
- State-of-the-art audio and visual music system with surround sound
- Kitchen appliances including refrigerator, electric stove and microwave
- Cookware and dining ware
- Full mini bar, including exclusively available Joiy Sparkling Riesling from New Zealand
- In room safe
- Iron and ironing board
- IDD telephone
- Air-conditioning and climate control
- Coffee and tea making facilities
- Hairdryer
- Goose-down duvets and luxury linen
- Luxury marble bathroom and kitchen
- Valet laundry & dry cleaning services
- Highly personalised room service allows guests to enjoy local delicacies from nearby restaurants in the comfort and privacy of their room.

Complimentary amenities are listed below:

- Daily continental breakfast, afternoon cakes, and evening wine served at Lobby
- 24-hour coffee, tea, water, juices, and soft drinks in Lobby
- Complimentary high speed broadband and WIFI throughout the hotel
- Local phone calls
- Free use of HANDY smartphone device as your personal HK mobile when staying at J Plus. By which, unlimited IDD for assigned countries, local calls, unlimited 3G data connectivity, WIFI hotspot, and electronic travel guide and discounts
- Use of Hotel's DVD/CD library

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- Use of self-laundry facilities
- “Noble Isle” bathroom amenities
- Use of Fit@JPlushk
- Tang Tang Tang Tang in-room shopping experience
- Special Access to the hottest member clubs

Services and Facilities :

24/7@JPlushk (G/F) – Ambassador not only for the hotel but for the city of Hong Kong, offering personalised concierge services such as booking, ticketing and anything at your service.

Art@JPlushk (G/F) – The launchpad and home to a series of pop-up art exhibitions

Indulge@JPlushk (G/F) – Complimentary daily continental breakfast, afternoon cakes and evening wine, served in the Lobby for all in-house guests. Coffee, tea, water and juices are also served 24 hours a day.

Connect@JPlushk (G/F) – Flat-screen TVs, state of the art audio-visual systems, telephone and high speed broadband connecting our guests to anywhere in the world;

Chill@JPlushk (2/F) – A relaxing open-air terrace for socialising, with an exclusive *al fresco* outlook over bustling Causeway Bay;

Fresh@JPlushk (2/F) – Complimentary laundry for guests to use is another unique facility;

Space@JPlushk (24/F) – Located on the top floor with 700 sq. ft., an ideal space for meetings, events or gatherings, fully equipped with flat-screen TV, DVD Player, iPod Dock, telephone and broadband connectivity with full functioning kitchen and eating area;

Fit@JPlushk (24/F) – Gym with state-of-art fitness facilities

Awards :

- The Independent (UK), voted among top boutique hotels in China (2006)
- World Travel Awards, HK⁷ Top Boutique Hotel (2007)
- Best Design Boutique Hotel in China, Starlight Awards (2007)
- International Restaurant and Hotel Awards, Best Design & Citywide/Regional Awards nomination (2008)

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- Fodor's 100 Hotel Awards for Design (2011)
- Tripadvisor readers award among trendiest hotels in Hong Kong/ China (2012 and 2013)
- TripAdvisor 'Certificate of Excellence' (2012 - 2014)
- Smart Travel Asia 'Top 10 Boutique Hotel' (2014)
- World Luxury Hotel Award Country Winners - Luxury Design Hotel (Hong Kong) (2014)

Rate : Best available room rates can be found on the J Plus Hotel by YOO website www.jplushongkong.com. All rates are subject to 10% service charge.

Room rates can fluctuate according to season. For enquiries and to book direct at the best rate available for any given day please call (852) 3196-9000, Email: rez@jplushongkong.com or visit www.jplushongkong.com.

Credit Cards : Visa, Master and American Express

For more information, please visit www.jplushongkong.com.

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About J Plus Hotel by YOO

J Plus Hotel by YOO, Hong Kong's first boutique hotel, continues its multi-award winning formula as a chic home-away-from-home for the fashionable travelling crowd in buzzing Causeway Bay. Originally designed by celebrated designer Philippe Starck, it celebrated its 10th anniversary in 2014 with a brand new image and dynamic revitalisation by his protégés at world renowned YOO Hotels.

With 32 luxurious studios and 24 stylish, spacious suites, the hotel was voted best boutique hotel in Asia by Conde Nast Traveller and ranked among top five boutique hotels in Greater China by The Independent in London. In both 2012 and 2013, users of travel website TripAdvisor voted it one of the trendiest hotels in Hong Kong and China. The hotel also

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earned TripAdvisor's coveted 'Certificate of Excellence' award for establishments that consistently achieve outstanding traveller reviews on the TripAdvisor website.

To celebrate the stylistic and creative roots of J Plus Hotel by YOO, a dedicated art space, Art@JPlushk showcases pop up art exhibitions at the ground floor level of the design hotel. With an aim to foster the burgeoning art scene in Hong Kong and create a space for artists to showcase their work to travelers from all around the world, Art@JPlushk is the first of its kind in Hong Kong.

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About YOO Hotels & Resorts (www.yoohotels.com)

YOO Hotels & Resorts is a unique collection of individually designed places in the most sought-after locations around the world. Bespoke design, exceptional quality, and a flawless service ethos designed for the modern world citizen come together to create YOO's signature Human Luxury™.

From Europe to South America, Asia, and beyond, YOO Hotels & Resorts introduce rare and unforgettable individual hotel experiences designed for the destination. Every hotel is infused with the YOO philosophy, designed to surprise and delight even the most jaded traveller.

Imminent openings are slated for Boracay, Brazil, Bali, China, Costa Rica, the Cotswolds (UK), Phuket and Tuscany.

YOO Hotels & Resorts is part of YOO, the global design brand synonymous with creating truly extraordinary living spaces.

Distributed by Jin Communications on behalf of J Plus Hotel by YOO.

For more information and images, please contact:

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