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PRESSRELEASE

Website Captures Premium Hotel Living with Promise of The “Mandarin Lifestyle”

Carbone Smolan Agency Creates Sleek, User-Friendly Site for Exclusive Properties

New York, NY – March 29, 2010 – Eloise had the right idea calling the Plaza home. Imagine complimentary wake up calls every morning and never having to worry about maintenance or cleaning! Hotel living can really be a dream come true, especially for those who live in The Residences at Mandarin Oriental. These 13 unique properties spanning exotic and cosmopolitan locales across the globe afford a lifestyle that is ultimately effortless, blending ownership benefits with the most lavish, resort-like amenities.

To share the surprise and delight of these beautiful properties with prospective buyers and developers everywhere, the award-winning hotel group approached Carbone Smolan Agency (CSA) to design a new website as a sneak peak into this ultimate experience of hotel living. Leveraging decadent aesthetics from incredible large-scale imagery to a sophisticated color palette of gold and purple, CSA captured the prestigious reputation, unparalleled service, and luxury experience signature of the brand, while providing cohesive property details through clear, concise copy and an uncluttered interface. Woven together with smart, seamless flash-based integration, the result is a refined yet technically savvy design that’s as functional as it is breathtaking.

“The Residences at Mandarin Oriental offer the best of both worlds: the comfort of a private home combined with the unmatched services and amenities of the hotel group,” says Leslie Smolan, Co-Founder and Director of Creative Strategy, Carbone Smolan Agency. “In order to connect on an emotional level with a range of audiences, from current Mandarin Oriental guests to first-time visitors, we created a virtual portal to these exquisite realms of luxury that also acts as a clear, cohesive guide for the serious, prospective buyer.”

CSA’s clean mix of bold photography and compelling content showcases the endless possibilities of the “Mandarin Lifestyle” right from the homepage, where rotating sequences of editorial and imagery open with the phrase, “Welcome Home,” and tell different stories about life at The Residences. These “moments of delight” feature a kaleidoscope of vibrant images: paradise landscapes, lavish

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spas, sparkling city views, and spacious, elegant rooms, interspersed with abstract floral and cultural photography symbolic of the brand's Asian heritage.

Phrases such as, "Your usual table?" and "Relax it's all taken care of," help to articulate Mandarin Oriental's legendary services, unsurpassed amenities, and overall ease of living. Copy throughout is straightforward and clear, presented in an elegant yet humble lower-case font to reflect the voice of the Mandarin Oriental team who demonstrate a superior knowledge of customer preferences.

As an intermediate for transitioning hotel visitors and prospective buyers between the corporate site and the individual residence pages, the website features a sleek black tool bar on the left-hand screen with scan-able, graphic thumbnails for instant perusal of properties and easy access to information. Each landing page opens with a nearly full-screen panorama emphasizing the unique qualities of that particular property, from a glittering strip for Las Vegas to a pristine, tropical beach for The Cayman Islands.

Navigation is smooth and intuitive for browsing additional images, site-specific overviews, master plans, amenities, and links to unique developer sites. The flash-based configuration also enables the website to accommodate the inclusion of additional properties and development projects over time so there's always room for updates.

"The overall result is a captivating, user-friendly window into the world of Mandarin Oriental, giving our prospective buyers the chance to explore the ultimate in luxury on an exceptional web platform," says Chad Belisario, Communications and Residences Marketing Manager, Mandarin Oriental Hotel Group.

Visit <http://residences.mandarinoriental.com/> for more details.

Credits

Principals: Ken Carbone, Leslie Smolan

Design Director: Carla Miller

Designer: Nina Masuda

Project Manager: Rachel Crawford

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About Carbone Smolan Agency

Carbone Smolan Agency (www.carbonesmolan.com) offers a comprehensive set of strategic and creative services designed to build a singular brand voice across all media. Based in New York, the firm has built an international reputation creating outstanding programs for world-class clients, including Morgan Stanley, Tiffany & Co., the W Hotel Group, Herman Miller, PBS, Christie's, Musee de Louvre, The Museum of Modern Art and the Chicago Symphony Orchestra. For more information, visit www.carbonesmolan.com.