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Defy The Limit

Hotel Éclat Beijing and McLaren unveils new urban staycation experience

Beijing - June 16th, 2022 - Hotel Éclat Beijing and McLaren GT come together to unveil the new urban staycation lifestyle, with a range of luxurious experiences and extraordinary driving pleasure. Multi-award-winning Hotel Éclat Beijing re-defines the upscale boutique hotel experience. Spacious Jacuzzis, private lagoons and terraces entice world travellers seeking a stylish and edgy experience within the convenience of being downtown. Recognized for their originality and creativity, the futuristic geometric patterns of McLaren embody the sophisticated line intensity of China's avant-garde buildings, perfect matching Éclat architecture and into living aesthetic essence.



Hotel Éclat Beijing and McLaren GT present new urban staycation

During the collaboration period, with an iconic blue McLaren GT sports car displayed in front of the hotel, guests could embark on an exciting test drive experience provided by McLaren. Engines roaring, following the driving route jointly created by the hotel concierge and McLaren, guests can enjoy the unique natural and cultural landscape surrounding Hotel Éclat Beijing and Parkview Green.

Hotel Éclat Beijing mainly presents the "Dark Vader", "Terminator", and "Midnight in Paris", three themed lagoon suites infused with dynamic and charming McLaren decorative elements. Moreover, Hotel Éclat Beijing has created brand-themed afternoon tea refreshments and customized cocktails for an unforgettable staycation memory. In addition, guests can enjoy exclusive hotel art tour and McLaren Artura courtesy benefits, with plush-themed toys and be-spoken welcome amenities prepared by the hotel.



Independently minded

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McLaren Afternoon Tea Set

Indulging in the luxurious ambience of Éclat and McLaren's collaboration, immersed in the blending atmosphere of art and design, Hotel Éclat Beijing will continue to crown a unique experience for trendsetters in the city, interpreting the "art of luxury, luxury of art" life aesthetics.



Hotel Éclat Beijing Exterior

-End-

About Hotel Éclat Beijing

As part of the Hong Kong Parkview Group, Hotel Éclat Beijing with 100 rooms and suites offers a unique opportunity to experience world-class art while enjoying stylishly inviting accommodations, outstanding cuisine, intuitive yet non-intrusive guest services and a spectacular Mall where you can shop till you drop - all within its unique architectural complex. With the signature 'Éclat Essentials' for guests to enjoy, Éclat re-defines the upscale hotel experience, bringing you the art of contemporary luxury and the luxury of contemporary art. Hotel Éclat Beijing is also a member of the exclusive *Small Luxury Hotels of the World™*.



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About Parkview Green

Parkview Green, the multi-use complex in which Hotel Éclat Beijing is situated, is also home to various high-level grade offices, luxury retail outlets, art galleries and even state-of-the-art Cineplex. Parkview Green was the first integrated commercial project awarded the LEED Green Building Rating System Platinum Certification. The award-winning structure uses innovative environmental technologies resulting in energy use 50% lower than other buildings of similar size.

About Small Luxury Hotels of the World™

Small Luxury Hotels of the World (SLH), the champion of small, luxury, independent hotels, has a collection of over 520 hotels in 80 countries. They are constantly on the road getting the first glimpse of the latest openings, game-changing hotel concepts and the most far-flung destinations.

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