



Pierre-Yves Rochon Poised to Expand its Presence in Greater China

The Global Leader in Luxury Hospitality Design Has its Sights Set on Greater China's Growing Luxury Market

(Shanghai- June 20, 2019) Interior architectural design firm Pierre-Yves Rochon (PYR) is the world's preeminent name in luxury hospitality and residential interiors. For 40 years, the firm has designed a wide range of iconic interiors for the world's most prestigious luxury properties. Building on a legacy of several successful projects in Greater China, the firm is poised to expand its presence in this rapidly growing market.

Spearheading this effort is Business Development Director Christina Yao, who brings to PYR a decade of expertise in connecting developers, designers and hotel operators in the Asia Pacific region. "We are extremely proud of the work that we have done in Shanghai, Beijing, Tianjin, and Hong Kong over the years and are excited to bring PYR's unique design approach to the growing number of luxury developments in China. Now that we have greater representation in the market, we look forward to working with property owners and developers here, helping them to realize their visions for success," said Yao.

Founded in 1979 by Parisian interior designer Mr. Pierre-Yves Rochon, the firm has established itself as the global leader in luxury hospitality design, bringing its full spectrum of interior and architecture design services to prestigious international hotel brands such as Four Seasons, Ritz-Carlton, Waldorf Astoria and Peninsula, as well as luminaries of the culinary world such as Joël Robuchon and Jean-Georges Vongerichten. Additionally, PYR's bespoke furniture, fixture, lighting, and accessory design services have resulted in commercial product lines for international brands such as Lalique, THG, Veronese, and Ligne Roset.

Whether for the interior of a century-old landmark or a cutting-edge new development, PYR's design team first obtains a precise understanding of a client's needs and aspirations. Every project starts with discussion and exchange of ideas, in tandem with an immersive process of research and discovery. This involves careful analysis of the building architecture and any historical design elements as well as deep study of the local culture and surrounding geography. The final result is respectful, authentic, and distinguished. These iconic destinations hold the power to evoke past memories while creating enduring new ones, and reflect the client's vision for the future.



The Savoy Hotel is a telling example of this design approach. A three-year renovation has breathed new life into the 130 year-old London landmark, by honoring both classical English Edwardian and 1930's Art Deco aesthetics original to the hotel. Whether restoring an original frieze in the lobby, adding an intimate gazebo to the tearoom, or building a crystal Lalique fountain at the hotel entrance depicting fish from the Thames River, each design decision tells a story that is unique to the location, its local culture, and its history.

Similarly, at the Four Seasons Florence, PYR's seven-year restoration and conversion of a 15th century palace and 16th century convent combines contemporary comfort with stunning Italian Renaissance architectural elements and original artwork. Exquisite frescoes, bas reliefs, and marble marquetry elicit a profound sense of living history throughout the property. Hotel guests experience a modern version of how Florentine nobles lived there centuries ago.

PYR has also made its mark in numerous Chinese cities. The Peninsula Shanghai on the historic Bund riverfront, for instance, unveils an elegant interior reminiscent of the time when Shanghai was regarded as the "Paris of the East". The property's graceful Art Deco stylings and traditional Chinese elements honor the history of this important trading port, while the ultra-modern Pudong skyline across the Huangpu River provides an electrifying panorama for guests.

Likewise, The Ritz-Carlton Tianjin is reminiscent of a bygone era while its modern elegance and technological integration are unmistakably geared towards the most discerning international travelers. The hotel's English Neoclassical interiors highlight balance, symmetry, and proportion. These European architectural aesthetics combined with Chinese decorative elements reflect the port city's dual heritage, giving the hotel a sense of place that is distinctive and unforgettable.

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About Pierre-Yves Rochon (PYR)

Founded in Paris in 1979, PYR is the global leader in interior design solutions for luxury hospitality and residential environments. The firm creates comfortable, elegant, and authentic experiences for both historic and new properties around the world. Their unique design approach consistently delivers award-winning results for major luxury brands such as Four Seasons, Ritz-Carlton, Waldorf Astoria, Fairmont, St. Regis, Peninsula, Shangri-La, Sofitel, InterContinental, and numerous boutique hotels. PYR has created restaurant environments with the world's most innovative chefs, such as Joël Robuchon, Alain Ducasse, Paul



Bocuse, Gérard Boyer, and Jean-Georges Vongerichten. PYR also designs bespoke furniture, fixture, carpet, lighting, and accessories for projects and collaborates with international luxury manufacturers to create commercial product lines sold worldwide.

PYR's studios in Paris and Chicago work collaboratively, with designers and technical staff organized into integrated project teams that offer a full spectrum of interior design services from concept through construction administration. Design leadership is fully engaged in every aspect of the process with the ultimate goal of transforming clients' business and strategic objectives into valuable and enduring design solutions.

For media information or high-resolution images, please contact:

Justin Fischer
Senior Account Manager
GHC Asia Shanghai
justin.fischer@ghcasia.com
T. +86 21 5213 3030 (104)

Zeno Tam
Account Executive
GHC Asia Shanghai
zeno.tam@ghcasia.com
T. +86 21 5213 3030 (109)



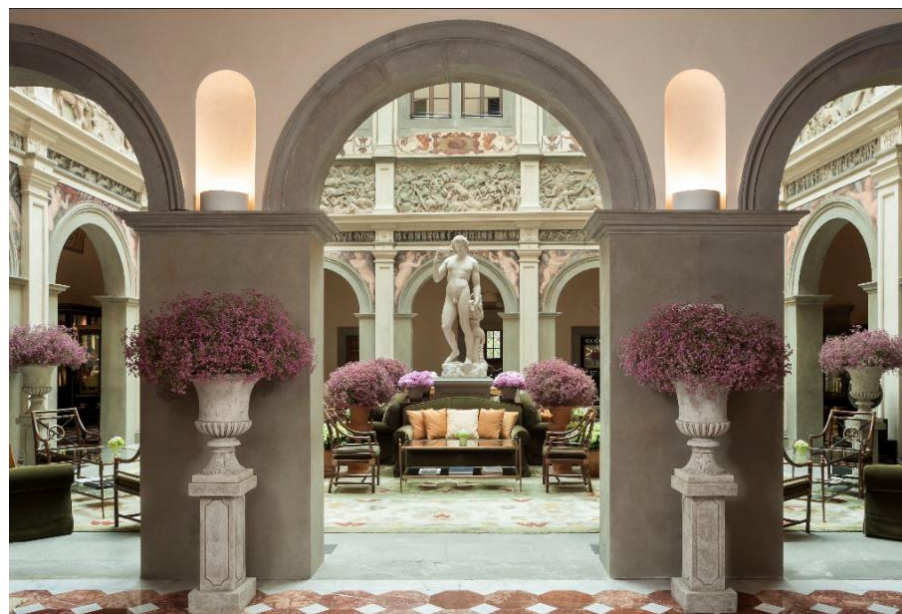
A view from the lobby of The Savoy with a glimpse into the heart of the hotel, inviting guests in to explore its chocolate shop, tearoom, restaurants and bars.



High drama at The Savoy's Beaufort Bar blends Art Deco patterns and colors with an English Edwardian backdrop, renovated from the hotel's original cabaret stage of the 1920's and 30's.



A Presidential Suite at the Four Seasons Florence, where no two rooms are the same. Each is inspired by the color palettes of restored frescoes, original artwork, and lush garden surroundings.



The light-filled courtyard lobby at the Four Seasons Florence surrounded by intricate bas-reliefs.



Deluxe River Rooms at The Peninsula Shanghai overlook the Huangpu River and dynamic Pudong skyline. Elegant European detailing blended with Chinese patterns are a nod to when Shanghai was regarded as the “Paris of the East.”



The Peninsula Shanghai’s indoor pool is awash in natural light that showcases an elegant tile mosaic pattern.



The Ritz-Carlton Tianjin's lobby is a study in English Neoclassical symmetry and balance with Corinthian columns and a grand staircase flanking the entry.



Every space at The Ritz-Carlton Tianjin is intricately detailed; corridors feature hand painted murals created by local craftsmen.