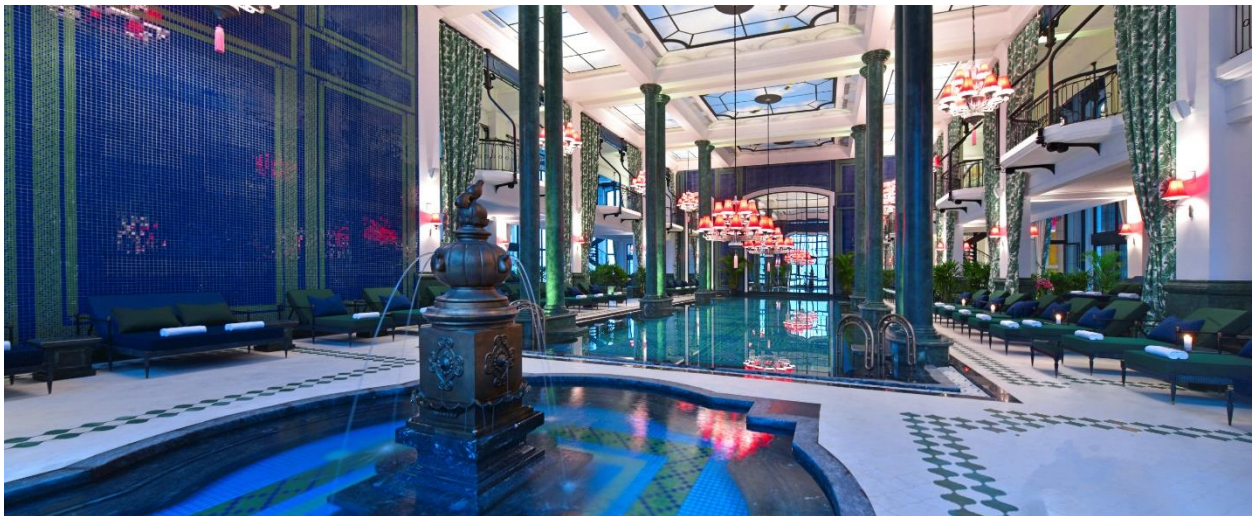




MGallery Hotel De La Coupole debuts in Sapa

Designed by Bill Bensley, the 249-room boutique resort features the sophistication of the 1920s and 1930s era of French Haute Couture



Designed by renowned luxury resort designer Bill Bensley with sweeping views of Sapa Valley and serene rice paddy fields, the newly opened **MGallery Hotel de la Coupole** integrates the sparkling colours, patterns and textures of the region's minority tribes with the sophistication of haute couture in the 1920s and 1930s French Indochine era.

Featuring 249 modern rooms with six room types that overlook the legendary Sapa valley and mountain views, the names and design of each room category represents a French style icon inspired by the local minority tribes surrounding Sapa. The resort's design is inspired by the French Indochine era of the 1920s and 1930s reflected in the design and style of its architectural surrounds

"This year marks the 27th anniversary celebration of AccorHotels' presence in Vietnam and the opening of Hotel de la Coupole Sapa is our latest addition in the luxury and upscale segment that signifies our continuous growth in the country. As for each MGallery, this hotel is an ideal hideaway inspired by its own story echoed by its artful design" said **Patrick Basset**, Chief Operating Officer for AccorHotels Upper Southeast and Northeast Asia.

MGallery is a collection of storied boutique hotels offering guests unique experiences inspired by the destination. Each MGallery hotel stands as a gateway into another world - be it a bygone era, a hidden haven or a spectacular natural landscape. The collection is comprised of historic luxury hotels, many of which have hosted historic figures or iconic poets and authors. Others are stunningly modern design hotels inspired by the cities they are located in.



Food and beverage is the heart and soul of MGallery Hotel de la Coupole. The resort boasts one restaurant, a bar and a patisserie. The all-day dining restaurant Chic, a French restaurant with Haute Couture inspiration where customers can dine in a grand yet intimate setting, with refined French dishes infused with local ingredients and a carefully-curated wine list, comprising specially procured French labels. Featuring a cozy fireplace with views of the mountains, Absinthe lounge offers a selection of high tea favourites, tapas, delicious desserts, wines and locally inspired cocktails while Cacao café features a variety of freshly baked breads, handmade macaroons and specialty coffees, teas and smoothies.

Leisure facilities include a heated pool named La Grand Bassin, fitness centre, NUAGE spa and a kids club where the young ones are kept entertained with a range of kids program. As the only luxury hotel in Sapa, the resort offers a 435 sqm ballroom that can host up to 570 guests in theater style, six meeting rooms and four board rooms for small meetings and conferences.

For a glimpse into the local way of life, the hustle and bustle of Sapa market offers a range handicrafts and souvenirs for guest to shop for locally made goods while the Sapa Love Market is where the Mong and Dao ethnic groups meet for dates on Saturdays as the distance between both villages do not allow for frequent interaction thus the Love Market provides a space for people from both ethnic groups to meet one another. The ladies will don their colourful dresses and decorative ornaments and the gents dress in traditional costumes to interact, sing and play games with each other. Visitors are welcome to join in the long-standing tradition of merry-making.

“I am excited to launch the first international luxury hotel in Sapa that fuses high-fashion glamour with colourful hill tribe style. Renowned for its picturesque beauty, Sapa is famous for its fine rugged scenery and rich cultural diversity. Guests staying at the hotel can bask in the picturesque Fansipan mountain with a ride up the Fansipan cable car which offers enthralling sceneries of Muong Hoa Valley and the Hoang Lien Son Mountain range.” said Jean-Pierre Joncas, General Manager of MGallery Hotel de la Coupole Sapa.

Located in close proximity to several tourist attractions, the hotel offers direct access to Fansipan cable car station. Recognized by the Guinness World Records Organisation as the longest non-stop three-rope cable car, guests taking the Fansipan Legend Cable Car can enjoy breathtaking views of the mountainous landscape, iconic rice paddies and forest treks

Enjoy a weekend getaway in a Classic Room with breakfast for two at USD162++ per room night from now until 30 June 2019 when you book from 1 Dec 2018 to 31 March 2019. The offer also includes a Fansipan cable car and funicular ride for two.

For reservations, email HA5V2-RE@accor.com or contact (+84) 2143629999 for general enquiries and formore information, visit www.accorhotels.com.

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About MGallery

MGallery is where captivating stories are lived and shared. With more than 90 storied boutique hotels around the world, each MGallery tells a unique story inspired by the destination. From bespoke design and sensorial mixology to wellbeing dedicated to women, MGallery hotels are places where guests can discover the very best the world has to offer. MGallery guests are inspired and enriched through their delightful visits to these stylish, thoughtful and decidedly singular hotels. Well-known properties in the MGallery collection include Hotel Molitor Paris, INK Hotel Amsterdam, Queens Hotel Cheltenham in England, Santa Teresa Hotel Rio de Janeiro, Hotel Lindrum Melbourne in Australia, Muse Bangkok Langsuan in Thailand, and Hotel des Arts Saigon in Vietnam. MGallery is part of AccorHotels, a world-leading travel and lifestyle group which invites travelers to feel welcome at more than 4,600 hotels, resorts and residences, along with some 10,000 of the finest private homes around the globe.

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PRESS CONTACTS

AccorHotels:

Joyce Ong (Ms.)
Director of Communications & CSR
Upper Southeast & Northeast Asia and the Maldives
Joyce.ONG@accor.com

Tran Ngoc (Ms.)
Communications & Marketing Manager
Vietnam
Ngoc.TRAN@accor.com