**PRESS INFORMATION February 2017**

Immediate release

We’re In Love: Ovolo Has Fallen for Fashion as
the official hotel of Mercedes Benz Fashion Week Australia!

Hotel group celebrates new partnership with search for Australia’s most stylish fashionista

**Sydney, Australia –** Ovolo Hotels, the boutique hotel brand taking Australian hospitality by storm, has fallen head-over-heels for the fashion world, becoming the first long-term official hotel of Mercedes-Benz Fashion Week Australia (MBFWA). With a three-year partnership established commencing from the 2017 show (occurring from 14 – 19 May), Ovolo Hotels is set to become fashion HQ for Australian and International designers, editors, buyers, and fashionistas descending upon Sydney each May to witness the latest Resort collections from the country’s top designers. To celebrate the hotel group’s love for the fashion world, stylish Aussies are being invited to snap a photo highlighting their personal style at any Ovolo hotel for a chance to win an all-access pass with front-row seating, flights, and accommodation worth $6,000 to the global event’s Mercedes-Benz Fashion Weekend Edition from 19 - 20 May.

Originally founded in Hong Kong, Ovolo Hotels officially launched in Australia in 2015 – introducing the world’s jet-set and style-conscious Aussies alike to the country’s first-ever all-inclusive boutique hotel concept. With everything from breakfast and super-speed Wi-Fi as well as an in-room minibar, happy hour and self-laundry free, Ovolo has set itself as the go-to destination where effortless living is the status quo, winning such accolades in the process as having two of Australia’s Best Hotels recently by TripAdvisor\*. In Australia, the hotel group currently owns and operates two properties in Sydney (Ovolo 1888 Darling Harbour & Ovolo Woolloomooloo), and one in Melbourne (Ovolo Laneways).

**Why Ovolo X MBFWA?**

Being its first-ever major partnership in Australia, Ovolo has several ambitious goals. Explaining what these are, Mr. Dave Baswal, COO of Ovolo Hotels Australia shares: “Since we opened, Ovolo has set itself apart as the destination where effortless style, impeccable design and world-class hospitality truly co-exist. With our new MBFWA partnership, we aim to show the fashion world that we love and embrace them, and that they always have a home at Ovolo. Whether its offering them an unforgettable stay, a central meeting point for drinks, or a mind-blowing “OMG-I-didn’t-think-that-was-possible” event venue, we want industry professionals and fashionista’s alike to know that Ovolo Hotels is where they ought to be.”

**What’s Happening?**

During Mercedes-Benz Fashion Week Australia 2017, Ovolo Woolloomooloo will be transformed into Fashion HQ, with a range of activities including the livestream which will be broadcasting the runway shows directly from Carriageworks to Ovolo, Fashion inspired drinking & dining menus, afterparties, model castings and photoshoots held across various areas of the design-driven hotel. In addition, MBFWA ’17 attendees will also get a taste of Ovolo’s much raved about hospitality, with a mini version of its famed Lo-Lounge occupying space at Carriageworks. More details on these activities will be announced in a later release.

**The Search for Australia’s Top Fashionista**

While Ovolo loves Fashion, so does the hotel brand’s guests and fans! Every day the hotel welcomes guests displaying a mix of styles the envy of any world runway. And in celebration of this love for fashion, starting from 14 February 2017, Ovolo’s inviting guests and fans visiting any of their three Australian hotels to snap and share their most fashionable selfies at the hotel. One lucky fashionista will have the chance to win a prize pack worth $6,000 for the ultimate fashion week experience during Mercedes-Benz Fashion Weekend Edition (MBFWE) from 19 – 21 May.

The rules for entry are simple:

1. Visit any Ovolo hotel in the most MBFWA-worthy outfit that highlights your personal style
2. Snap your stylish photo at any spot of an Ovolo Hotel or in front of an #OvoloLovesFashion branded mirror located throughout each property – get creative!
3. Share on Instagram and tag #OvoloLovesFashion, @ovolo1888darlingharbour, @ovolowoolloomooloo, @ovololaneways and @ovolohotels

The top 5 most-liked photos will then be judged by a panel from Ovolo Hotels & Fashion Industry elite, who will then select one winner for the prize of:

* Two-nights accommodation in Rockstar Suite at Fashion HQ – Ovolo Woolloomooloo
* Gold ticket passes to MBFWE 2017, including:
	+ Front-row seats at premium runway shows
	+ Pre-show party access at Mercedes-Benz Star Lounge
	+ An official event gift bag
	+ All-day access to MBFWE style sessions
* Roundtrip airfare to Sydney, Australia (from within Australia only – international airfare not included)
* Personalised Ovolo gift basket with fashion week essentials
* Complimentary in-room champagne fridge

Details on the competition as well as terms & conditions can be found at: www.ovolohotels.com

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\*Ovolo Woolloomooloo & Ovolo 1888 Darling Harbour were respectively awarded #2 and #6 hotel in all of Australia by TripAdvisor’s Travellers Choice Awards 2017

**About Ovolo Hotels**

Founded by Girish Jhunjhnuwala in 2002, Ovolo Hotels has become one of Hong Kong’s largest independent owner, operator hospitality firms, by providing business and leisure guests with the best in effortless living. The company keeps in touch with the modern traveller through award-winning interior designs, detail-driven comforts, focused all-inclusive service and cutting-edge ensuite technology, all done in Ovolo’s signature style. A proud Hong Kong brand, Ovolo remains a family-owned and privately-operated business with a charitable core. The company now runs four hotels and a service apartment in Hong Kong, and three hotels across Sydney and Melbourne.

**About IMG**

IMG is a global leader in sports, events, media and fashion, operating in more than 25 countries. The company represents and manages some of the world’s greatest sports figures and fashion icons; stages thousands of live events and branded entertainment experiences annually; and is the world’s largest independent producer and distributor of sports media. IMG also specialises in sports training; league development; and marketing, media and licensing for brands, sports organizations and collegiate institutions. In 2014, IMG was acquired by WME, the world’s leading entertainment agency, to form WME | IMG.

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