

“The Art of Pink” Transforms The Peninsula Tokyo



The Peninsula Tokyo is once again thinking pink for a purpose this October, when it marks Breast Cancer Awareness Month with its eighth anniversary in 2015 to raise awareness and funds for local breast cancer charities. Over the course of the month, guests may enjoy pink-inspired fashion, photography, dining and spa experiences, with JPY 500 from each sale donated to the Japan Breast Cancer Screening Society®. The drive is part of a brand-wide program launched in Hong Kong in 2010 and now participated in by each of the ten Peninsula Hotels worldwide.

Pink is the preferred color at The Peninsula Tokyo throughout the month of October. This year, in a celebration of the fun-loving, fashion-forward girlish spirit, the hotel lobby will showcase six photographs mounted on its lattice walls of Peninsula Pagegirls modeling a new collection of pink-only hand-knit wirebags by Antepima Creative Director Izumi Ogino. An instant hit when they were first released in 1998, Antepima wirebags have since become an iconic symbol of the confidence, strength and playfulness that characterize today's independent young women. Izumi's unique Hello Kitty® and My Melody® wirebags, together with her exclusive pink creations including a panda, dog, pig and monkey complete “The Art of Pink” wirebag collection.

A highlight of the month will be an auction of Izumi's “The Art of Pink” wirebag collection at the exclusive invitation-only “The Art of Pink

Charity Gala Dinner” on October 19, 2015. Chef de Cuisine Laurent Poitevin of Le Lobby at The Peninsula Paris will prepare a five-course dinner accompanied by a stellar lineup of French wines and Champagne sponsored by importers Enoteca Co., Ltd. and Vinorum Co., Ltd. With the generous support of luxury fashion magazines 25ans and Richesse, The Peninsula Tokyo plans to raise more than JPY 1.2 million to donate to Keep A Breast Japan®.

In a show of solidarity with cancer survivors and their families, and underscoring the architect's vision of a Japanese lantern when lit at night, The Peninsula Tokyo becomes a shining pink beacon every evening in October, when all sides of its soaring 100-meter exterior are illuminated in pink. All staff members wear a specially commissioned pink ribbon pin, and the hotel's floral designs sport rosy hues as well.

At the conclusion of last year's campaign, The Peninsula Tokyo raised JPY 3.32 million for Keep A Breast Japan® and JPY 909,902 for the Japan Breast Cancer Screening Society® – a total of JPY 4,229,902 in support of their many activities to foster awareness about early detection and treatment. At Keep A Breast Japan®, such initiatives in 2014 included localization of an English-language “Check Yourself” app for a Japanese audience, distribution of self-check cards and awareness bracelets, and the installation, at women's clinics and college campuses, of colorful vending machines designed with instructive panels on self-check techniques. news.peninsula.com/