



EHG debuts new hotel in Hanoi Old Quarter



The launch of Hanoi La Siesta Central Hotel & Spa

An exclusive boutique
hotel with a central
address

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TAN MY Design

**THE FIRST SHOP
ON SILK STREET**
It was 1969,
in the midst of wartime.

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Do Van Dan (Mr.)
Chairman/CEO
Elegance Hospitality Group

Message from chairman

A warm welcome to all our Hanoi guests.

Please enjoy this summer edition of EHG Post, with ideas of what to see and do around Hanoi, as well as EHG updates.

We are delighted to announce the opening of Hanoi La Siesta Central, our newest property, a luxury boutique hotel with stunning views over Hoan Kiem Lake.

On a culinary topic Hanoi's cuisine is top class - while you are here try Pho Cuon, one of the city's most popular dishes which originated on Ngu Xa Island. Fashionistas can learn more about the traditional elegant Ao Dai dress for women or explore the Tan My design business on Hang Gai Street with beautiful fabrics and designs.

We recommend a few exhibitions which are currently on which give a flavor of the ancient/traditional and contemporary.

Thank you for reading and please enjoy your stay in Hanoi.

A handwritten signature in black ink, consisting of stylized initials and a surname, positioned below the main text of the message.

“
Satisfaction is a rating. Loyalty
”



New La Siesta Central Hotel Provides Luxury in a Lakeside Setting

Panoramic views of Hoan Kiem Lake (Sword Lake) , a prime Old Quarter setting and an exclusive spa are three of the many selling points at the new La Siesta Central, a 27-room boutique hotel that marks its grand opening in Hanoi on August 15th.

With its tapestry of colorful neighborhoods, colonial architecture and emerald lakes, Vietnam’s capital lacks nothing in charismatic locations.

Few are quite as evocative as its central lake – for many the defining feature in the ancient city.

Although bijoux, the new property – owned and operated by leading Vietnamese boutique hotel brand Elegance Hospitality Group (EHG) – makes full use of its proximity to the legendary body of water.

A total of 19 rooms have views of the lake, highly uncommon in Hanoi where high real estate prices and stiff competition in the hotel sector put a hefty premium on such a prime spot.

Indeed, the property’s incredible situation makes it an ideal base from which to strike out within the Old Quarter – Hanoi’s centuries-old hub of commerce – and to nearby highlights such as the French Quarter, a charming enclave of broad avenues and majestic buildings, which is laid out just south of the central lake.



“Every visitor who comes to Hanoi visits Hoan Kiem lake of course,” says Chu Van Binh, General Manager of La Siesta Central. “But it’s a rarity for them to actually see it from their hotel room. Even the rooms that don’t have lake views, look over the rooftops of the Old Quarter, which is just as fascinating in its own way.”

Things are equally inspiring within the hotel, whose conversion from a historic private dwelling was directed by EHG chairman Do Van Dan, a trained architect who takes a leading role in the design of all the properties under the group’s umbrella.

Thoughtful touches abound throughout the hotel. Dark wood paneling and use of intricate patterned tiling characterize stately interiors, while numerous black and white artworks in public areas and rooms enhances the classic feel of the property.

Guests have access to an array of room types, all of which come with thoughtful amenities and trimmings including walk in rainforest shower and luxury toiletries from the in-house La Siesta Spa brand as standard. The highest category rooms – the Junior Suite Lake View and the Premium La Siesta Suite Balcony – have the most impressive views over the lake.

A key feature of the property is its La Siesta Spa. Much care and attention has gone into devising an extensive menu of treatments and massages – many based on traditional Vietnamese healing methods. A simple black and white theme, meanwhile, gives the seven treatment rooms a cool, calming atmosphere. “We really wanted to take our spa product up to the next level at the new hotel,” continues Chu Van Binh. “We believe that La Siesta spa can develop into its own brand in future.”

Other hotel highlights, meanwhile, include fine Vietnamese and international cuisine at the rooftop Red Bean restaurant and the selection of bespoke cocktails and other premium drinks and spirits at Twilight Sky bar. The latter has the additional advantage, of course, of offering the best seats in the house when it comes to soaking in one of Hanoi’s best views.

is a brand. ”

History of the Ao Dai: *Figure-hugging elegance and style*



Chiếc áo quê hương dáng thướt tha
Non sông gấm vóc mở đôi tà
Tà bên Đông Hải lung linh sóng
Tà phía Trường Sơn rực rỡ hoa
Vạt rộng Nam phần chao cánh gió
Vòng eo Trung bộ thắt lưng gà
Nhịp tim Hà Nội nhô gò ngực
Hương lúa ba miền thơm thịt da

The fatherland's dress, slender shape
The national beauty split into two flaps
The flap on the side of the East Sea with sparkling waves
The flap on the side of the Truong Son Mountains is brilliant with flowers
The wide flap in the South flying in the wind
The waspy waist of the Central region
The heartbeat of Ha Noi on the chest
The fragrance of three regions, the fragrance of flesh
(loosely translated)



In 'Chiec Ao Dai Viet' poet Dinh Vu Ngoc likened the Ao Dai to the S-shape of Vietnam. A national symbol, the costume is as slender and elegant as the country's outline, and as adaptable as Vietnam's transformations. A flattering embodiment of feminine beauty and an inspiration for poets and artists.

The Ao Dai is a flowing figure-hugging outer garment extending from the collar to the knees or ankles with slits down each side from the waist and traditionally worn over a pair of loose trousers.

With little documentation, many theories are proposed regarding the Ao Dai's origins. Some people trace it back to the Hung Kings thousands of years ago citing evidence of people wearing a two-flap tunic engraved on antique Dong Son Bronze Drums.

The period 1600-1802 saw Vietnam separated into the north, controlled by the Le Dynasty rulers supported by the Trinh Lords, and the south governed by the Nguyen Lords. In 1744 the southern lord Nguyen Phuc Khoat wanting a different identity to the north imposed a dress code styled on Cham clothing featuring a front buttoned garment worn over long trousers. Later in 1828 Emperor Minh Mang decreed a standard look replacing the north-south fashion divide.

However, with the early 20th century came the Ao Dai 'revolution'. Firstly, in the 1930s, artist Cat Tuong known as Le Mur, revealed the Le Mur Ao Dai. A marked departure from the past, with large collars, puffy shoulders and wavy sleeves. Tuong, and peers from the Indochina College of Fine Arts, believed fashion was part of Vietnam's identity. The style combined the Ao Ngu Thanh (five panel gown of the female upper class urban elite) with the Ao Tu Than (four panel worn by northern peasant women) and French colonial fashion. His collection featured two panels reaching to the ground, fitted to the body and pinned at the waist. Bright colors replaced the obligatory dark colors of feudalism, resulting in a beautiful face-lift for the Ao Dai.





However, the innovation proved too extreme for society, after four years the Le Mur design was discarded but the inspiration remained strong. After Cat Tuong came artist Le Pho. He removed Tuong's western influences and modernized the four-panel Ao Tu Than into a figure-hugging fashion that lasted 30 years.

The raglan sleeve was a further change making the Ao Dai look neater and more comfortable for the wearer. Then with the early 1960s Saigon came Tran Le Xuan (the notorious Madame Nhu). She made a bold controversial fashion statement, sporting an ultra-fitted, collarless Ao Dai with shorter sleeves and risqué bateau neckline. The Ao Dai went through a hippy stage before entering the reunification period. In the post-war depression it was considered capitalist decadence and consigned to special occasions. In its place was the Ao Ba Ba, a simple, cheaper version with flaps extending to the hips and a buttoned down front.

With the 1986 Doi Moi initiatives and economic reforms, the Ao Dai regained its status. It won 'Best National Costume' at the 1995 Tokyo Miss World Pageant cementing itself as a national icon. Nowadays the Ao Dai is commonly worn by sections of the business community, airline flight attendants, graduation students, at weddings, many cultural events, anniversaries and festivals. Numerous collections are launched as the Ao Dai fashion evolves with, and adapts to, fast paced modern times. Ao Dai designers garner international fame while the Ao Dai has become the country's fashion ambassador.

One thing however remains unchanged. Whatever the style, the Ao Dai retains its figure-hugging concept accentuating a woman's beauty and curves of the body. Both provocative and elegant, it is easy to understand the revealing slogan: 'the Ao Dai covers everything but hides nothing'.

tanmy design

Hanoi's most exciting shopping experience

61 Hang Gai Street, Hoan Kiem, Hanoi
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 www.tanmydesign.com

Tan My Design sits behind a wonderful old facade, and combines the feel of old Hanoi with modern and contemporary architecture and design. Tan My Design features Vietnam's finest designers - Fashion, Accessories, and Homewares as well as traditional Tan My Embroidery own brand.



Tan My Design

THE FIRST SHOP ON SILK STREET

It was 1969, in the midst of wartime, men were sent off to fight, while women were left at home. The wives, daughters, friends and lovers of those sent into enemy lines wanted to gift the troops handkerchiefs and pillowcases, and suddenly a market was born.

Tan My, at the time a small shop in a narrow alley, was the first on Hang Gai Street to sell silk and embroidery, before the famous street became known as Hanoi's Silk Street. In addition to pillowcases and handkerchiefs, it sold embroidered clothing, bed linen, tablecloths, cushion covers and more.

Bach Thi Ngai, the founder and 1st generation of Tan My, came from Hanoi's silk village. She got ideas for some of her patterns from French customers when she was a child. She incorporated them in her shop, with added emphasis on tradition, quality and service. Everything was done by hand by professionals. The shop's reputation grew, as did Hang Gai Street. The tradition has been continued and developed by Bach Thi Ngai's daughter, 2nd generation Do Thanh Huong.

THE SECOND SHOP OPENS

Tan My Design opened its second shop in 2009, led by 3rd generation Ms. Nguyen Thuy Linh, making this a three-generation business.

The three-storied, 1,000 square meter shop is a contemporary emporium showcasing gorgeous fabrics and fashion, silk products, lacquerware, art pieces, jewelry, accessories and more. Anyone with a penchant for fashion or art will enjoy a stroll through the large space. It's the biggest and most impressive store of its kind in Vietnam.

40 designers currently supply creations for Tan My Design, including its own embroidered items from the original shop across the street. Notable designers include Ipa-Nima, My Way Decor, Chula (Spanish designers), Catherine Denoual (designed high quality linen, bathrobes and more), Minh Hanh (top designer of Vietnam), Pascale Dang (lacquerware), Harmony, Thanh Chuong, Dinh Cong Dat (art and more).

Tan My and Tan My Design's high dedication to quality and aesthetics has attracted tourists and locals alike, royalty, Presidents (including Bill Clinton), dignitaries, celebrities and others.



HANG GAI'S MASTERPIECE

There are certain strict criteria for all items that enter the shop. Products must be made in Vietnam, have a unique design and meet Tan My's high quality standards.

Customers occasionally stop by months or years later to see how the shop has grown. The space will always remain unique - Tan My Design has no plans to open multiple outlets. The business simply expands their current location with additional floor space, product range and layout. The shop's appeal is not only in its products, but the architecture of the building, the location and the history.

TRADITION & INNOVATION

Tradition has always been part of Tan My and Tan My Design, and much like the ancient art of embroidery, the deep-rooted roles of culture, country and art are entwined with modern concepts at Tan My Design. This is a place of generations - soon there will be fourth behind the name, bringing fresh perspectives to the shop layout and product selection. Yet the core principles of value, quality and service will always remain the same. Tan My Design in Hanoi continues to be the most popular shopping space at 61 Hang Gai Street, and one of the premier fabric, embroidery and handicraft shops in the country. This is thanks to generations dedicated to beauty, tradition and innovation.



What's on



Exhibition “Sparkling – Collection of Lacquered and Gilded Wood Objects”

The exhibition showcases nearly 100 documents and objects dating from the Le and Nguyen Dynasties (from the 17th to early 20th century). On public display for the first time is the brilliant development stage of the lacquering and gilding industries, including unique and rare ones. The objects selected are rich and varied in design with unique decorative patterns. They belong to the Vietnam National Museum of History's collection of lacquered and gilded wood objects which have been collected, researched and preserved for many years.

Exhibition on from
20 June-30 Nov 2017

Opening times:
08:00-12noon
13:30-17:00
daily but closed on every
first Monday of the
month

(entry fee 40,000 VND
per ticket)

Vietnam National
Museum of History 1st
floor at 1 Trang Tien,
Hanoi



Exhibition “Tòa / The Foliage”

VCCA's inaugural event is the contemporary art exhibition “Tòa / The Foliage” taking place from 6 June to 6 August 2017. The exhibition is the merging point of East and West, introducing more than 50 artworks by 19 renowned contemporary artists from Vietnam and overseas.

Exhibition on from
6 June-6 August 2017

Opening times:
Tuesday to Friday
10:00-20:00
Saturday & Sunday
09:30-21:00

Vincom Center for
Contemporary Art
(VCCA)
Level B1 – R3 Royal City,
72 Nguyen Trai, Thanh
Xuan, Ha Noi

(admission free)



Speaking VIETNAMESE

1. Hello! - Xin chao! (sin chow!)
2. Goodbye - Tam Biet
3. How are you? - Ban co khoe khong? (ban co kwe khome?) also, Ban the nao?
4. I'm fine, thank you! - Cam on ban toi khoe (gahm un ban thoy kwe)
5. And you? - Ban thi sao? (ban ty sao?)
6. What's your name? - Ban ten gi? (ban thane zee)
7. My name is... - Toi la (thoy la...)
8. Thank you - Xin Cam on (sin gahm un)
9. You're welcome - Khong co' gi (khome go zee)
10. Yes - Vang (vung)
11. No - Khong (khome)
12. Excuse me/Sorry... - Xin loi (seen loy)
13. Can you help me? - Ban giup toi duoc khong? (ban zoop thoy duc khom?)
14. I'd like to eat - Toi muon an (thoy moowan un)
15. I'd like a drink - Toi muon uong (thoy moowan oowanh)
16. Good - Tot (thote)
17. Bad - Khong tot (khome thote)
18. What is this? - Cai nay la gi (guy nai la zee)
19. How much? - Bao nhieu? (bow nyew)
20. Too expensive - Mac qua (mahk qwa)
21. Where is the nearest internet shop? - Cho internet o dau? (choh internet uh doh)
22. Where is the nearest bank? - Nha bang o dau? (nya bung uh doh)
23. Hotel - Khach San (khack san)
24. Hot - Nong (nom)
25. Cold - Lanh (lang)
26. Coffee - Ca phe (cah feh)
27. Hot black coffee - Ca phe nong (cah feh nom)
28. Hot Coffee with milk - Ca phe sua nong (cah feh sua nom)
29. Tea - Tra (chah)
30. I like - Toi thich (thoy tick)
31. I am happy - Toi vui (thoy vuoy)
32. I am tired - Toi met (thoy mate)
33. Where is an ATM? - Cay ATM o dau ? (kei a te mo uh doh)



ABOUT EHG

Elegance Hospitality is a group of hotels renowned for our well-equipped facilities and sophisticated service. Founded in the early 2000s, we have developed from our first hotel in Hanoi to the current chain of 6 boutique hotels in Hanoi's Old Quarter and one outstanding resort in Hoi An Town. Our distinctive collection of properties redefines the very concept of boutique and luxury hospitality.

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