

## 新世紀絲路行旅之夢

### *Dream on Silk Road*


一帶一路跨洲經貿藍圖，重新點燃歷史悠久的絲路傳奇與熱情。奢華旅店，在這個新世紀夢想中，不可或缺。本期特別報導，與我們一起前往探訪近期在陸上與海上絲路中備受讚賞的閃耀新星，感受夢想成真的悸動。

The project "Belt & Road" plans to connect the economics and trade between Asia and Europe—just like the Silk Roads. In this new age, luxury hotels will not be absent. In this Major Report, let's visit some new hotels that draw much attention!

# MAJOR REPORT

The Reverie Saigon





# 海上絲路

# 綻放新奢華

*Redefining Luxury*

隨著世界經濟發展重心轉移，東南亞的崛起備受關注；而獨特的景觀與人文風情，更促使東南亞旅遊更加盛行。除了早已是觀光重鎮的泰國，其他國家的觀光度假也正蓬勃發展。當中，越南西貢（胡志明市）以融合東西方風格的都市景觀、優美的湄公河景致，吸引人潮。而主攻頂層客群的西貢萬韻酒店（The Reverie Saigon），以嶄新的視角，重新定義何謂奢華。

連鎖酒店水準非凡，卻經常給人「複製貼上」的錯覺。大多數由集團掌控的飯

店在營運上，總是跟隨既定的標準流程；在維持服務水平的一致性的同時，卻失去每間飯店獨特性。而基於成本考量，在設計上，也難有大膽突破。對走遍大江南北的旅遊愛好者來說，想要的不僅只是幾個晚上的舒適，而是難以忘懷的獨一無二。完全獨立經營的西貢萬韻酒店，沒有連鎖品牌的包袱，才能夠真正滿足這樣的需求。

西貢萬韻酒店為了營造真正的奢華，特別延請設計香港國際機場與香港匯豐總行大廈的知名建築師 Kent Lui 進行整體

規劃，打造充滿現代感的酒店大樓。以高科技元素的外牆搭配奢華燈光秀，矗立於湄公河畔旁，完美的融入當地景致又不失自我特色。

位於七樓的酒店大廳，外觀宏偉，裝飾了高達三公尺的巨大翠綠色 Baldi Firenze 時鐘，重達 1,000 公斤，為每一位旅客報上精準時間；酒店五樓 La Scala 宴會廳樓層高 7.3 公尺，天花板懸吊著施華洛世奇水晶燈並以瑪瑙細細雕飾牆面。其他包括 SPA、健身房、游泳池、餐廳等空間同樣流露無與倫比的奢華感，踏入其





1. 位於七樓的西貢萬韻酒店大廳。The lobby of The Reverie Saigon
2. 西貢萬韻酒店特別延請知名建築師 Kent Lui 進行整體規劃，以高科技元素的外牆搭配奢華燈光秀，矗立於湄公河畔旁。The architect Kent Lui added numerous high-tech and light show elements to the design, giving the building of The Reverie Saigon a modern style.

中便感覺大器尊榮。

酒店各種房型的客房、套房，邀來了眾多義大利居家和設計品牌參與，例如 Colobostile、Giorgetti、Visionnaire、Poltrona Frau、Cassina...等，大膽的給予給個品牌充分的發揮空間，令他們盡情揮灑，使得每一間房間，甚或每一個轉角，都展現出不一樣的風格，讓空間充滿豐富變化，即使再度造訪亦能夠發現新的驚奇。房間內手工鋪設馬賽克磁磚、義大利絲綢裝飾、奢華裝飾吊燈、科技設備、頂級品牌沐浴用品，搭配全景落地窗外

的美麗夜景，入住的每一晚都是無比的享受。

為了讓旅客能夠更貼近西貢地方特色，酒店也規畫了完善的套裝行程。旅客可以參加由 Les Rives 提供的黃昏西貢河之旅，於酒店附近的河邊碼頭搭乘遊船出發，於黃昏時段穿梭遊繞於滿是鳳眼蓮花、舢舨、遠洋遊輪的繁忙河道之間。船長帶領貴客欣賞河岸色彩繽紛的建築，述說著西貢的歷史與現在。入夜，則能選擇由 Vespa Adventures 提供的行程，夜遊西貢街頭，遍嘗當地美食，搭乘 Vespa 摩

托車穿梭市內，體驗西貢人如何度過精彩夜生活。

不管是透過陸上或是水上的交通工具，都能夠深刻的了解在地文化特色與特殊景觀，來趟別具意義的都市巡遊。

捨去全球一致的標準化，引進來自義大利的頂級奢華，再加入別具在地特色的套裝行程，西貢萬韻酒店希望提供給每位客人在其他地區找不到的獨家服務。以獨立自主的營運模式創造絕無僅有的奢華，這樣的企圖心，必將在頂級客群間掀起一波旅遊新熱潮！





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2. 酒店內每一間房間，甚或每一個轉角，都展現出不一樣的風格，讓空間充滿豐富變化，即使再度造訪亦能夠發現新的驚奇。This approach has given every room of the hotel a distinct style, so you will always find something new every time you visit.
3. 酒店各種房型的客房、套房，邀來了眾多義大利居家和設計品牌參與，並大膽的給予它們自由發揮的空間，使整體設計充滿豐富變化。Another luxurious touch is in the various suites and rooms designed by high-end Italian brands.



As the Southeast Asian economy has developed in recent years, countries in the region have gone from little-explored backpacking gems to all-out tourism destinations. In addition to Thailand, a relatively long-standing destination for travelers, the tourism industry has also flourished particularly strongly in Vietnam. Its largest population center, Ho Chi Minh City (formerly Saigon), attracts people with its city landscapes in both Eastern and Western styles as well as its beautiful views over the Mekong River. And now there's a new draw offering a

new level of luxury: the Reverie Saigon hotel.

Most chain hotels offer services at a high level, but because these groups apply the same approaches and standards to all their properties, guests may experience a bit of a “copy and paste” effect. Simply put, such hotels have services that are satisfactory and consistent—but not unique. In addition, the lack of boldness in the design choices of these establishments is more irksome given their comparatively high prices; well-traveled guests seek not only a comfortable stay, but an unforgettable one. The Reverie Saigon,

however, is not operated by an international hotel group and thus is free to shake things up.

To plan a hotel of true luxury, the Reverie Saigon recruited Kent Lui, designer of works including Hong Kong International Airport and that city's HSBC Tower. Lui has added numerous high-tech and light show elements to the design, giving the building a clearly modern style. The architecture stands beside the banks of the Mekong and stands out among Ho Chi Minh's building-cluttered landscape. The seventh-floor lobby has an especially magnificent design, complimented by a green





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Baldi Firenze clock, weighing some 1,000 kg and standing 3 meters tall. The ballroom La Scala on the fifth floor, its walls decorated with agate, is overseen by a dazzling Swarovski crystal chandelier. The other facilities, such as the spa, gym, swimming pool and restaurants, are all likewise resplendent.

Another luxurious touch is in the various suites and rooms designed by high-end Italian brands like Colobostile, Giorgetti, Visionnaire, Poltrona Frau and Cassina. This approach has given every room of the hotel a distinct style, so you will always find something new every

time you visit. From hand-paved mosaics and Italian silk decorations to luxury lights and high-tech equipment to panoramic ceiling-to-floor windows, every detail drips with good taste that other generic hotel brands simply can't offer.

To allow guests to get to know Ho Chi Minh up close, the Reveries Saigon also offers wonderful city tours. The options include a dusk river tour along the Mekong. This tour, offered by Les Rives, takes guests past the city on the busy river, which is typically full of lotus, sampans and cruise

vessels. Or visitors can choose the tour planned by Vespa Adventures and get on the back of a Vespa as it tours around the city's streets and markets in a deep dive into the city's nightlife and traditional snacks. Both options give visitors a unique first-hand glimpse of local culture and scenery.

The Reverie Saigon abandons globalized standards, instead creating its own mix of Italian luxury and local flavor. This new type of hotel might become mainstream in the future, but for now, you won't find an experience like this anywhere else. 