



Grand Hotel
Kempinski

VILNIUS

Press release

Birthday of an Icon: Kempinski Lady in Red celebrates its 10th anniversary

Vilnius, 17 January, 2020 – Providing a genuinely personalised and intuitive guest experience based on cultural empathy, guest intelligence and an understanding of each individual guest's needs is the role of the iconic Lady in Red, a highly emblematic position created by Kempinski Hotels ten years back. As this unique brand ambassador welcomes guests in each hotel of the elegant luxury hotel brand around the globe, every hotel of Kempinski Hotels pays tribute to the Lady in Red this year. In addition Grand Hotel Kempinski Vilnius will surprise guests by various birthday activities from 17 to 26 of January 2020.



On arrival in one of the 79 Kempinski Hotels, the Lady in Red family is instantly



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recognisable: Dressed in a striking and elegant tailor-made red outfit that reflects the sartorial traditions in each destination, the Ladies in Red evoke an authentic sense of place and occasion showcasing the cultural nuance and classic European elegance for which Kempinski is known worldwide. Dedicated to please and educated to entertain, these brand ambassadors are alert to any opportunity to go one step beyond to craft unforgettable experiences for well-travelled guests, acting as both the perfect host and a trusted companion during their stay with Kempinski Hotels. As they play a pivotal role in every guest stay, they are teamplayers who are very well connected to their colleagues at the Front Office, in the Food & Beverage department and with the concierge working closely side by side with them.

“The Lady in Red is a local expert who knows everything there is to know about our hotels and the destination”, explains Benedikt Jaschke, Chief Quality Officer Kempinski Hotels and member of the Management Board. “Whether it’s a special anniversary celebration, a surprise proposal or a once-in-a-lifetime family holiday, they draw upon their passion for craftsmanship, gastronomy and local culture to ensure visitors are well-equipped to live unforgettable memories every time they visit.”

“Essentially, the Lady in Red was meant to replace the rather old fashioned guest relations position, which was not iconic at all”, adds Benedikt Jaschke. “We were looking for the extra sparkle of a unique personality with unique responsibilities who is easy to recognise.”

More than 150 Ladies in Red gracefully represent Kempinski over the portfolio, coming from all walks of life and from more than 30 countries. There are even some Gentlemen in Red, for example at the Hotel Adlon Kempinski Berlin, which can be recognised by their red tie and red socks.

“Indeed, a Lady in Red is no mere wallflower”, says Aleksandra Novikova, Lady in Red at the Grand Hotel Kempinski Vilnius. “We are approachable, attentive and curious, but discrete and cultivated at the same time, good-mannered, polite, but also discerning. We all share the Kempinski perspective on luxury that it must be rare, must be felt and must be original. In fact we are always ready to pick up on small hints that might reveal how we can add a dash of magic to a guest’s stay.”

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[**Download pictures here - Copyright: Kempinski Hotels**](#)



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About Grand Hotel Kempinski Vilnius: Ideally located in the heart of the UNESCO World Heritage-listed Vilnius Old Town in Lithuania, Grand Hotel Kempinski Vilnius offers 96 lavish rooms and luxurious suites featuring picturesque views of the Old Town and the city's iconic Cathedral Square. Its unique location, rich history and opulent décor create a sense of luxury, elegance and exclusivity, making Grand Hotel Kempinski Vilnius ideal for leisure or business travellers. The hotel features the award winning Telegrafas restaurant, along with Le Salon Bar & Lounge, Atelier Wine Boutique and Tasting Bar, Le Café and a modern 600 sq.m. Conference Centre as well as Kempinski The Spa, our haven of exceptional relaxation and wellness. kempinski.com/vilnius

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