

Kempinski

HOTELIERS SINCE 1897

KEMPINSKI HOTELS
LADY IN RED: AT A GLANCE



Kempinski Lady in Red

The Lady in Red is an iconic Kempinski brand ambassador and enduring feature of the company's hotels worldwide. Present at every Kempinski destination across the world, the Lady in Red is instantly recognisable in her red attire, lightly interpreted to reflect the local culture and traditions.

Kempinski created and launched the unique Lady in Red concept in 2009 in expression of the company's innovative spirit as a pioneering European luxury hotelier, offering a truly personalised luxury guest experience.



Guest Experience Reinvented

With an intimate knowledge of the local destination, the Lady in Red is present in the lobby of each Kempinski hotel, working alongside the concierge to recreate the beauty of a grand hotel tradition for today's discerning guests.

The Lady in Red goes out of her way to understand each guest's individual needs and craft memorable experiences with a personal touch throughout their stay, wherever they are in the world.



For more information
on Kempinski Hotels, please visit

KEMPINSKI.COM



HOTEL ADLON KEMPINSKI BERLIN

Lady in Red: A Day in the Life

“ We had a couple stay with us who had been married for 40 years. The wife hadn’t been back to her homeland since marrying her Dutch husband all those decades ago. After welcoming them to the hotel and hearing how special it was for them to be reminiscing, I arranged for traditional Indonesian snacks to be delivered to their room throughout their stay. As a farewell gift, we presented them with a wayang – a traditional Indonesian wooden shadow puppet. They were so delighted, and we were happy to see how much this little surprise meant to them.”

*Lady in Red,
Hotel Indonesia Kempinski Jakarta*

QUICK FACTS

- The Lady in Red concept was originated by Kempinski in 2009
- Today Lady in Red ambassadors are present at each of the 75 Kempinski hotels worldwide
- Kempinski Lady in Red ambassadors speak multiple languages
- The attire of this iconic ambassador is lightly interpreted for each destination to reflect the local culture and traditions

“ The Lady in Red Siam Kempinski Hotel Bangkok ensured that we were well taken care of from the moment we stepped into the hotel until check-out.”

*Hotel Guest,
Siam Kempinski Hotel Bangkok*



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