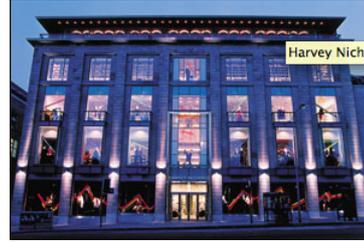


***Nira Caledonia launches The Ultimate Shopping Experience  
Personal Shoppers, Champagne and exclusive benefits***



July 2013 - [Nira Caledonia](#), a luxury hotel in the heart of Edinburgh's New Town, has launched **The Ultimate Shopping Experience**, a three-night package for shopaholics with discerning taste. Designed to satiate all shopping appetites, it includes exclusive access to Harvey Nichols, fabulous discounts and VIP treatment in selected boutiques in town.

The package includes an hour exclusive access to fashion heaven [Harvey Nichols](#) as well as a budget of £3000 to spend. Personal shoppers and stylists will help to hand-pick the season's new trends from *haute couture* dresses to designer shoes and accessories to the latest men's collections and beauty products.

In addition, guests at Nira Caledonia can benefit from a host of privileges at other shops and boutiques in Edinburgh. Jewellery lovers can lighten their wallets at [ROX](#)'s new boutique on George Street where they benefit from a 10% discount on brands such as Montblanc, Gucci and Hublot. Browse the breathtaking array of diamonds and luxury timepieces with a glass of Champagne in hand.

To tempt fashion addicts further, Nira Caledonia has partnered with brands such as Hugo Boss, Michael Kors, Mulberry and Anne Fontaine whose flagship stores are located on the nearby Multrees Walk. Guests can enjoy more complimentary bubbly whilst checking out the latest collections. If that is too much effort, the new arrivals can be brought to the hotel to be tried on in the privacy of the guests' Suite.

To complete the shopping experience, the package also includes 15% off a stylish hair-do at [Vidal Sassoon](#) and a £50 discount at [Castle Fine Art](#), one of Edinburgh's finest art galleries.

After a long day of shopping, guests can treat themselves to an authentic Scottish dinner at [Blackwood's Bar and Grill](#) where prime locally sourced ingredients sizzle beautifully on a [Josper Grill oven](#).

**Travel agents benefit from a 10% commission on the package price.**

*The Ultimate Shopping Experience at Nira Caledonia costs **£4,390 per couple** for a three-night stay in a Suite. The package includes daily Scottish breakfast, a three-course dinner at Blackwood's Bar & Grill and £3,000 to spend at Harvey Nichols with exclusive access to the department store for one hour. Guests at Nira Caledonia benefit from a 10%*

*discount at ROX, a 15% discount off cut and/or colour or complimentary treatment with blow-dry at Vidal Sassoon plus £50 off their first purchase at Castle Fine Art. The package is valid until 30<sup>th</sup> December 2013.*

**~ Ends ~**

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**Notes to editors:**

*Formerly 'Number Ten', Nira Caledonia occupies two buildings on Gloucester Place, one of the most exclusive addresses in Edinburgh. It has undergone a soft refurbishment since being purchased by Nira Hotels and Resorts in April 2011.*

*Nira Hotels & Resorts is a London-based boutique luxury hotel management company which was launched by renowned hotelier, MPS Puri, in March 2009. It represents the third property in the portfolio, alongside the Nira Alpina in Silvaplana, St Moritz, and Shanti Maurice in Mauritius.*

For more information visit [www.niracaledonia.com](http://www.niracaledonia.com) or call 0131 225 2720