

THE PENINSULA
HOTELS



PENINSULA PAGES

The Peninsula Hotels

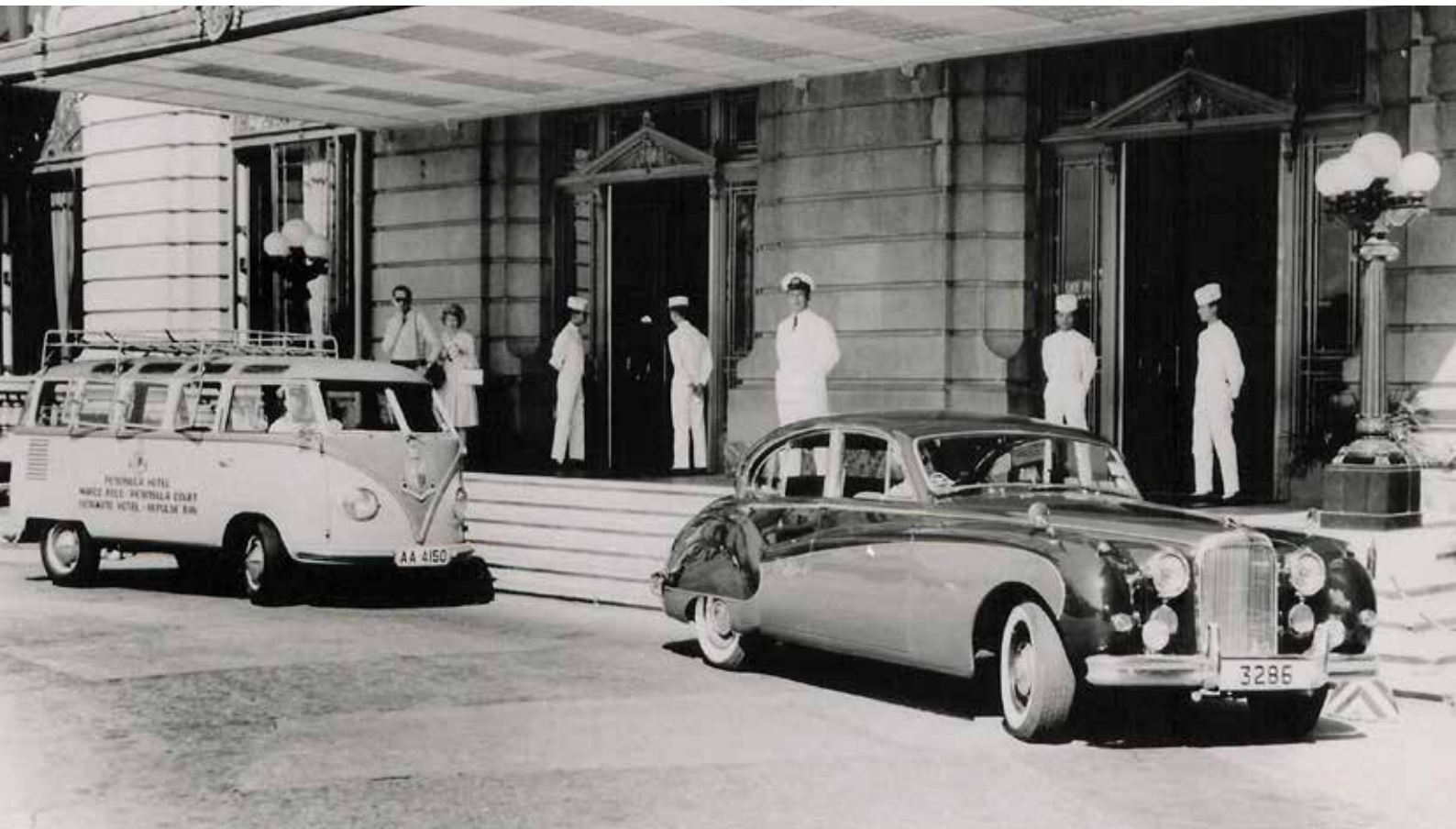
READY TO SERVE



The Peninsula Hong Kong Pages in the 1950s.

A HALLMARK OF TRADITION AND SERVICE

When the inaugural The Peninsula Hotel first opened its doors in Hong Kong on 11 December 1928, guests found themselves greeted by a cadre of uniformed pages, waiting to attend to their every desire. Now, more than 90 years later, Pages are an iconic presence at The Peninsula Hotels all over the world. Along with the hotels' grand, art-embellished lobbies, signature Peninsula Brewster Green Rolls-Royce sedans, and sumptuous afternoon teas, Peninsula Pages have become emblematic of The Peninsula's commitment to luxurious personal service.



Driveway of The Peninsula Hong Kong during the early 1900s.

PAGES IN HISTORY

Though The Peninsula Hong Kong was the first to introduce them in Asia, pages have a long history in Europe, dating back to the Middle Ages. Then, uniformed attendants (most often young boys) were typically employed to serve in the castles and great houses of medieval noblemen. At many estates, it was customary for pages to line up, in uniform, to welcome arriving guests – just as The Peninsula Pages continue to do, to this day, for special events at every Peninsula property.

The original Peninsula Page uniform – an immaculate white suit, worn with gloves and a chin-strapped pillbox cap – was inspired by military uniforms of the Victorian era. A few changes

have been made over the decades (for example, since the advent of sophisticated interior climate control in the mid-1960s, pages no longer switch to wearing thick, dark-blue uniforms in winter). But today's pages are still outfitted much like they were in 1928, when archived photos show them arranged on the steps for The Peninsula Hong Kong's debut as "the finest hotel east of Suez".



Pages in winter dark-blue uniforms.

JOINING THE PENINSULA FAMILY

When new pages join one of The Peninsula properties, they not only become part of a celebrated tradition of discriminating service; they also become part of an esteemed cohort. Under the mentorship of their superiors, some of whom have risen through the ranks themselves, many Peninsula Pages go on to have long, illustrious careers with The Peninsula Hotels.

This has been the case since 1928, when The Peninsula Hong Kong hired its first group of boys to serve as pages. The job was highly coveted, especially in the impoverished period between the World Wars. In return for their service, the pages were paid HK\$1 (12 US cents) per month – a desirable wage at the time – and also provided with dormitory-style housing on the hotel rooftop. One of the first recruits, Chan Pak, continued to work at The Peninsula Hong Kong for more than 40 years – eventually becoming a revered manager at one of the hotel's most glamorous restaurants, Gaddi's.

For many young people today, becoming a Peninsula Page remains an attractive first step into the world of luxury hospitality.



*An attractive first
step into the world of
luxury hospitality*

MODERN-DAY PAGES

In recent years, the hotel group has opened its page programme to a wider pool of applicants than ever before. Starting in 2010, The Peninsula Hotels began hiring page girls, as well as page boys; the first-ever female page, 22-year-old Ivy Fan, joined the staff that year at The Peninsula Shanghai. Many others followed in her footsteps; at present 18 page girls out of over 100 pages are employed at The Peninsula properties around the world.

As well as recruiting through the traditional channels of educational

institutions and hospitality training programmes, The Peninsula Hotels has also increasingly collaborated with non-profit organisations that offer opportunities to underserved communities. For example, one such organisation, Compassion for Migrant Workers (CMC), helps secure employment for promising young people from China's migrant-worker population. It was through CMC's partnership with The Peninsula Shanghai that Ivy Fan, the first female Peninsula Page, was hired.



*A symbol of
meticulous
personal service*

Though these changes have brought the page programme into the modern era, the image of the Peninsula Page continues to embody the timeless elegance that the hotel group is renowned for. The acclaimed “Portraits of Peninsula” advertising campaign created by photographer Annie Leibovitz in 2004 – which is still relevant today – featured dazzling black-and-white photos of uniformed pages carrying out tasks in The Peninsula destination cities around the globe (walking a pack of dogs in New York City, carrying shopping bags and boxes in Chicago). Similar page-themed photos still regularly make appearances in glossy high-style magazines, as well as the social-media posts of luxury-travel influencers. Even well-travelled children have come to embrace Peninsula Pages, in the form of trademark plush mascot Peter Bear (who wears the white page uniform).

It is easy to see why Peninsula Pages have such perennial appeal. Like the hotels they serve, they are an enduring symbol of glamour, refinement, and meticulous personal service. Together, they invoke the rare magic of world-class hospitality.

