

Regent Hong Kong Celebrates the Launch of the CR7® LIFE Museum as Official Hotel Partner: A Milestone for Innovation and Revitalizing Tourism



26 June 2025 (Hong Kong SAR) – Today, at a renowned location on Victoria Harbour, Regent Hong Kong excitedly hosted an exclusive press conference where Cristiano Ronaldo's legacy took centre stage with the official unveiling of the CR7® LIFE Museum. This groundbreaking lifestyle and cultural destination marks the football icon's most personal and ambitious international project to date.

The press conference, hosted by Vien Tsang, featured key figures from the CR7® team and local partners who are bringing this vision to life. Speakers included Mr. Tomás Froes and Mr. Luis Parafita from the CR7® Family Office, Dr. Allan Zeman (Chairman of Lan Kwai Fong Group), Mr. Horace Lam from K11 Group, and Mr. Michel Chertouh (Managing Director, Regent Hong Kong).

During the press conference, Mr. Tomás Froes highlighted the museum's unique purpose: *"This is not just a museum, not just a store — it's a full-scale cultural and lifestyle destination that captures Cristiano's mindset and message. Hong Kong was a natural choice: a global city of ambition, energy and transformation."*

Regent Hong Kong and CR7® LIFE Museum Join Forces to Strengthen Hong Kong's Tourism

As the Official Hotel Partner, the collaboration between Regent Hong Kong and the CR7® LIFE Museum marks a significant milestone for Hong Kong's vibrant football scene, celebrating the imminent debut of Asia's first CR7® LIFE Museum — a tribute to Cristiano Ronaldo's extraordinary journey of passion, perseverance, and legacy.

Regent Hong Kong is dedicated to enhancing the city as Asia's premier events destination through visionary initiatives like the CR7® LIFE Museum, ensuring that the Regent legacy thrives at the heart of this vibrant metropolis.

"Heartfelt gratitude is extended to the organizers for selecting Regent Hong Kong as the partner in this inspiring journey," said Michel Chertouh, Managing Director of Regent Hong Kong. *"It is an honour to be involved in such an extraordinary showcase of talent and innovation. Our partnership with the CR7® LIFE Museum is a pivotal step in revitalizing Hong Kong's tourism landscape. By merging world-class hospitality with global sports culture, fresh energy is being injected into the city's revival."*

Regent Hotels & Resorts offer experiences that are both serene and sensational, sparking stories that charm even the most seasoned travellers, much like the CR7® LIFE Museum.

As a flagship property of IHG Hotels & Resorts' luxury portfolio, Regent Hong Kong combines global prestige and thoughtful luxury with bespoke offerings for each guest. An iconic destination on Victoria Harbour, the hotel serves as a reimagined haven for discerning travellers seeking the extraordinary. This partnership reflects a shared mission to create enriching experiences that enhance Hong Kong, positioning it as the premier destination in Asia for events.

CR7® LIFE Museum Hong Kong: A Global Vision Rooted in Hong Kong

The CR7® LIFE Museum Hong Kong will officially open its doors to the public on July 7, 2025, with exclusive VIP preview events on July 5 and 6.

With over 12,000 square feet of immersive exhibits, authentic memorabilia, and interactive storytelling, the CR7® LIFE Museum is designed to inspire fans and future generations with the values that define Cristiano Ronaldo: discipline, resilience, and excellence.

Photos can be downloaded at the link: <https://flic.kr/s/aHBqjCjm7u>

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About Regent Hong Kong

Following a total transformation and reimagining as a majestic haven on Victoria Harbour, Regent Hong Kong has been named the #1 Hong Kong City Hotel, #2 among the 20 Favourite City Hotels in Asia and #7 among the 100 Hotels Voted Best in the World in the Travel + Leisure World's Best Awards 2024 readers' survey. The hotel is also featured on the prestigious Travel + Leisure It List and Condé Nast Traveler Hot List. With a serene aesthetic by Hong Kong-born design visionary Chi Wing Lo, the 497 rooms and suites are Personal Havens of tranquillity with customised service by Regent Experience Agents. Suite guests can enjoy the exclusivity of Regent Club, a luxury residential retreat with service on your terms. Decadent dining awaits at six celebrated restaurants and bars with mesmerising harbourviews. An iconic white marble staircase leads to the large pillarless ballroom, where glamorous galas and Regent weddings are curated for everlasting memories, while bespoke events in ten versatile function rooms showcase unrivalled harbourviews.

With a prime city centre location on the edge of Victoria Harbour in Kowloon, connected to K11 Musea at Victoria Dockside, Regent Hong Kong is steps away from the city's rich cultural attractions, museums and key shopping, with local markets alongside luxury emporiums, and Harbour City on Canton Road, just a short walk away.

At your doorstep is "Avenue of Stars (Tsim Sha Tsui's harbourfront promenade), Star Ferry Pier, Art Square, Hong Kong Museum of Art, Space Museum and Cultural Centre. Within minutes of the hotel is the West Kowloon Cultural District – home to M+ (Asia's first global museum of contemporary culture), Hong Kong Palace Museum (showcasing priceless treasures from Beijing's Palace Museum) and Xiqu Centre (for Chinese Opera).

When the day is done, return to Regent Hong Kong, your harbourfront home and an oasis of calm within the bustling city. You will feel a world away, while in the heart of it all. Discover more at <https://hongkong.regenthotels.com/>

About Regent Hotels & Resorts

Guests have made grand entrances through the doors of [Regent Hotels & Resorts](#) for more than a century. Born in 1970 and now, part of [IHG Hotels & Resorts](#)' luxury and lifestyle portfolio, Regent's collection of modern hotels and resorts are home to stays both serene and sensational. The type of experiences that spark stories and charm even the most seasoned of travellers.

An invitation to life's most scenic moments, Regent hotels are amongst the most well-known luxury hotels in the world, with 11 open hotels and 9 in the pipeline. The current portfolio includes [Regent Phu Quoc](#), [Regent Chongqing](#), [Carlton Cannes, a Regent Hotel](#), [Regent Shanghai Pudong](#) and [Regent Hong Kong](#). In 2024, [Regent Shanghai on the Bund](#) and [Regent Bali Canggu](#) opened and the brand marked its momentous return to the Americas with [Regent Santa Monica Beach](#). The coming years will see Regent arrive in Jeddah, Kuala Lumpur, Kyoto, Sanya, Shenzhen, and Riyadh.

For more information and to book, visit www.regenthotels.com.

About Cristiano Ronaldo

Cristiano Ronaldo is a global icon whose influence extends far beyond the football field. Known not only for his unparalleled skills and record-breaking achievements in the sport but also for his leadership, entrepreneurial ventures, and impactful philanthropic efforts, Ronaldo embodies excellence and inspires millions worldwide.