

EVENTS/CAUSES

Fortnum & Mason creates vegetable music at Easter events

March 30, 2015



Fortnum & Mason Easter

By STAFF REPORTS

British department store Fortnum & Mason is hosting a three day Easter workshop in Piccadilly that includes a vegetable orchestra and arts and crafts.

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Families learn different Easter and spring related activities that can be duplicated at home. Getting the whole family involved lets Fortnum & Mason be part of holiday traditions.

Veggie bands

The London Vegetable Orchestra will help kids craft musical instruments from vegetables. With the carrot as an example, kids will be shown how to prepare vegetables and play their new instrument. A performance will conclude the session.

Later in the day there will be decoupage eggs and Easter Bunny headband making.



London Vegetable Orchestra

Accommodating families allow brands to connect with several generations at once.

For instance, luxury hotels prepared for school spring breaks with family-oriented packages that offer entertainment for guest of all ages.

The Fairmont, Peninsula and Waldorf Astoria all had family activities at North American properties that aim to entice families to spend their children's spring breaks at one of their hotels. Young families are not always the primary consumer of luxury hotels, but providing activities that engage the entire family allows properties to entice guests to come for a taste of their offerings ([see story](#)).

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