

INTERNET

British brands fete Queen Elizabeth's birthday with personal memories

April 21, 2016



Instagram image from Fortnum & Mason

By STAFF REPORTS

In honor of Queen Elizabeth II's 90th birthday on April 21, luxury brands sent their well wishes via social media.

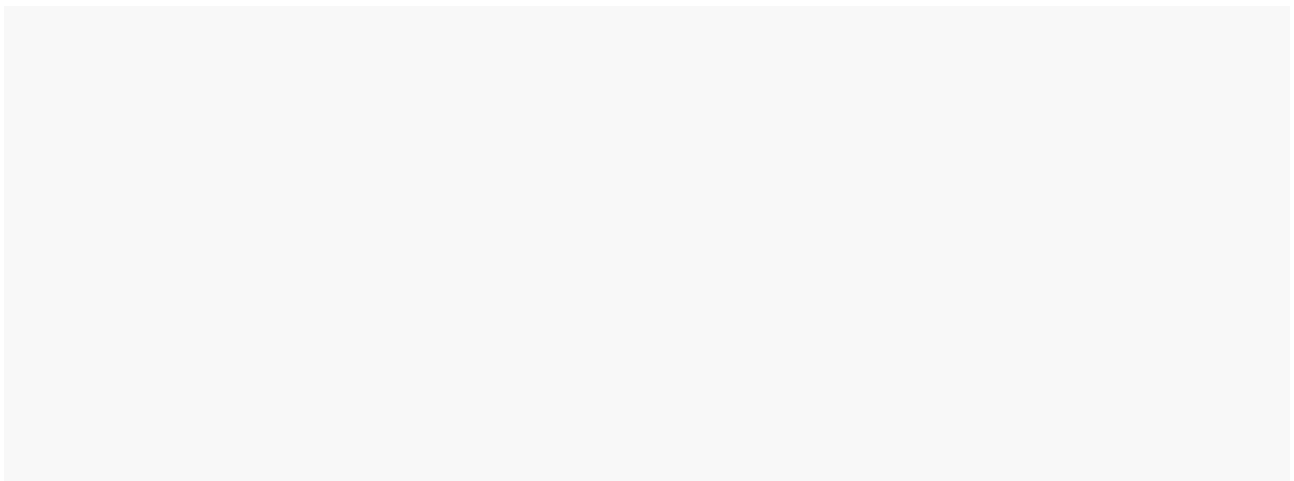
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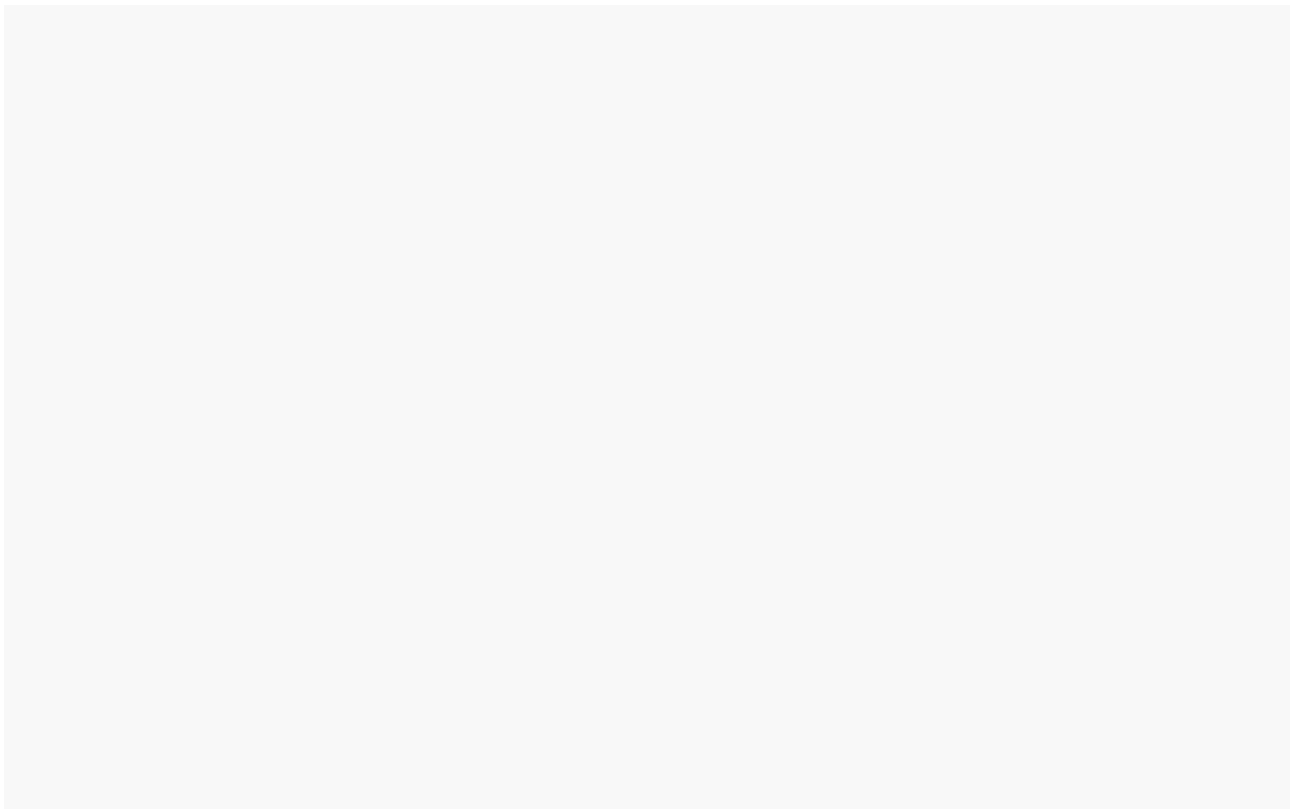
Those who have been lucky to serve or interact with the royal family looked back on their shared experiences, while others promoted ways for British and international consumers to celebrate the day. The royal family is entwined with British heritage, making these efforts a way to reinforce a brand's identity as it relates to its birthplace.

Birthday wishes

In a series of Facebook posts, Fortnum & Mason shared ways for consumers to toast to the queen, whether through a blend of tea made in honor of her ascension to the throne in 1952 or a visit to its Diamond Jubilee Tea Salon, renamed to mark the 60th anniversary of her reign. It also spotlighted its Queen Bee honey, a limited-edition made specifically for the occasion ([see story](#)).

On Instagram, Fortnum & Mason did a throwback Thursday post to its illustration from 1953, showing the 12 reigning monarchs the store has been proud to serve.





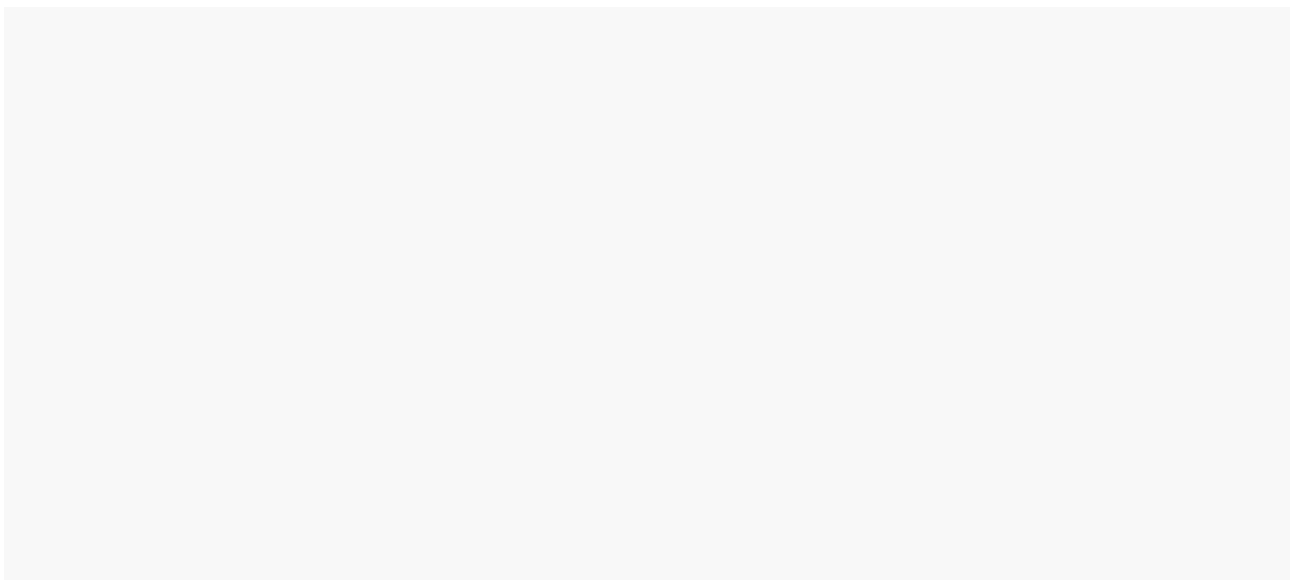
This is our 12th reign in which we are proud to serve. Seen here in 1953, a very special coronation year #Coronation #HappyBirthdayYourMajesty #Queenat90 #TBT #Fortnums | FortnumAndMason.com

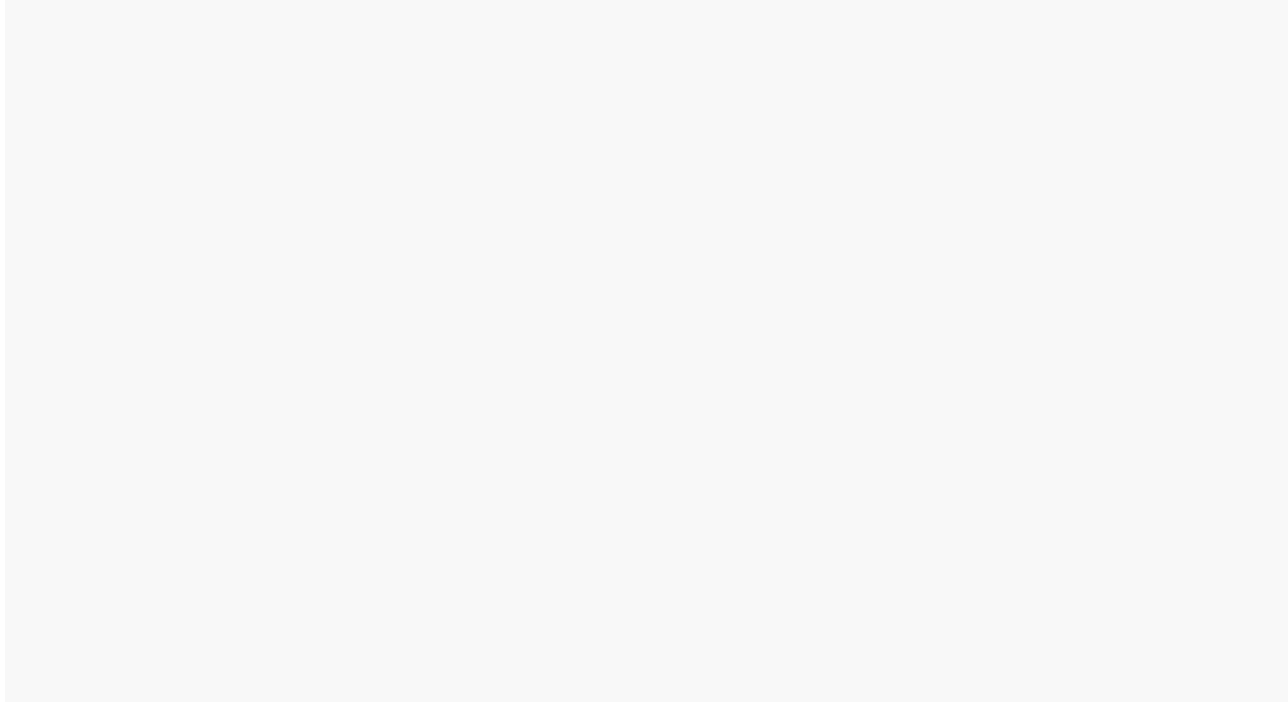
A photo posted by Fortnum & Mason (@fortnums) on Apr 21, 2016 at 2:14am PDT

Fortnum & Mason is teaming up with Tatler magazine on a limited-edition Queen's 90th Birthday Afternoon Tea, which features dishes inspired by the royal family and their favorite foods. Available through May 4, the special tea comes with a three-month subscription to the magazine.

Tatler is also paying homage by placing Queen Elizabeth on its May cover, adding the Roman numerals "II" after the E in its name.

Designer Stella McCartney looked back on the ceremony where she was made an officer of the Most Excellent Order of the British Empire. She captioned a throwback image from 2013, in which she stands opposite the queen, with a thank you to the monarch for the "magical" day.





This is a day I will never forget, thank you Birthday girl for making it so magical! X Stella #TBT

A photo posted by Stella McCartney (@stellamccartney) on Apr 21, 2016 at 5:33am PDT

Cunard took the opportunity to share the story of Queen Elizabeth II's first attendance of a brand event at the age of 12, as the cruise line inaugurated the Queen Elizabeth, a ship named for her mother. She is the only living person to have attended the launch of each of the three QE cruise liners.

The Queen Elizabeth, while on route to Salalah, took the time to send greetings from the sea.



Cunard's greeting

Rosewood Hotels & Resorts shared a black-and-white photo from 1966 of Queen Elizabeth with Prince Phillip at its property Rosewood Little Dix Bay in the British Virgin Islands. The hotelier wished the royal "many happy returns" on her birthday.

Harrods, Selfridges and Turnbull & Asser, which has a royal warrant, also shared their well wishes.

British heritage brands also joined in the festivities as Queen Elizabeth II became the longest reigning monarch in the United Kingdom's history.

Queen Elizabeth accessed the British throne on Feb. 6, 1952 after the death of her father, became the longest-lived British monarch in 2007 and last September surpassed her great-great-grandmother Queen Victoria as the longest-reigning British monarch. Due to longstanding cultural ties as well as business connections through the appointment of royal warrants, British heritage brands often celebrate the royal family's personal milestones such as weddings and births ([see story](#)).