

IN-STORE

Peninsula Bangkok looks to Tiffany for tea inspiration

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Peninsula Bangkok's Tiffany Afternoon Tea

By STAFF REPORTS

The Peninsula Bangkok is offering consumers a culinary exploration of Tiffany & Co.'s iconic blue.

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The hotel's Tiffany Afternoon Tea will be available through May, with handcrafted delicacies that are inspired by the brand's glamorous image. Luxury brands often turn to hotels to provide engaging experiences to consumers.

Out of the blue

Served in The Lobby daily from 2 p.m. to 6 p.m., the Tiffany Afternoon Tea includes a New York-style cheesecake in the shape of the jeweler's gift boxes, blueberry cupcakes, a pastrami sandwich on a bagel and a coconut buttercream macaron made in blue with silver sugar to resemble a wedding ring.

Peninsula's menu was designed by executive pastry chef Nicolas Pelloie and his team.



Tiffany Afternoon Tea

Consumers can book the experience for 890 Thailand baht per person, or about \$25. With Champagne, the tea costs around \$40 a head.

This is the first time a Tiffany Afternoon Tea has been served in Thailand, giving Peninsula the opportunity to give local consumers an experience they likely have not had before.

As brands look toward experiential marketing, hotels make ideal partners.

London's The May Fair hotel boosted its position as the official hotel of London Fashion Week last year with help from accessories label Anya Hindmarch.

The property catered to its stylish guests with a branded tea based on Anya Hindmarch's cartoonish stickers, as well as window displays crafted by the brand's namesake designer and themed key cards. For Anya Hindmarch, this offered an opportunity to make an impression beyond its runway show ([see story](#)).

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