

MEDIA/PUBLISHING

British Vogue celebrates 100 years with spot of tea at Westfield cafe

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Vogue Caf at Westfield London

By STAFF REPORTS

Magazine publisher Cond Nast has opened a Vogue Caf at the Westfield shopping center in London as the title continues to celebrate its centennial in the market.

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The pop-up Vogue Caf is the first of its kind to be staged in London and marks the first venture to include the involvement of Cond Nast International restaurants based in Western Europe. By extending the lounge concept to London, British Vogue has another outlet to celebrate its 100th year anniversary with its audience in person.

Drink and dine in style

Opened as of June 27, the Vogue Caf is temporarily taking over the L'Orchidee space within Westfield White City's luxury offering, The Village. Given Vogue's coverage of high-fashion and discerning audience, the setting within The Village will ensure the publication's pop-up cafe receives the appropriate foot traffic.

"Westfield is thrilled to be working closely with Vogue once again to host Western Europe's first Vogue Caf at The Village, Westfield London," said Myf Ryan, CMO of Westfield UK and Europe, in a statement. "We are honored to be part of the 100-year celebration of Vogue, and the pop-up cafe will allow our shoppers and diners to celebrate the centenary in a really unique way."

Visit the new Vogue Caf pop-up this week to drink & dine in style! [#VogueCafeLondon?](#)

<https://t.co/FylzodDwuy> pic.twitter.com/Jm7cZmQqgJ

Westfield London (@westfieldlondon) [June 28, 2016](#)

Bringing the centennial to life, Vogue Caf will showcase a number of British Vogue covers from throughout the last century. Also, the pop-up will serve a speciality Vogue 100 Champagne cocktail and Vogue 100 Punch.

Guests will also have the opportunity to enjoy traditional English afternoon tea served with a menu of macarons, snacks, finger sandwiches, sweet treats, hot drinks and other beverages.

"What better location for us to celebrate the fashion-forward foodie than London, with its thriving culinary and style

scene," said Gary Robinson, Cond Nast International's director of restaurants. "The chance for us to honor British Vogue's centenary was an exciting opportunity, and the perfect moment for a CNI restaurant venture in Western Europe."

Vogue Caf will be open through the summer and is scheduled to close Sept. 25.



Vogue Caf seating area

Other Vogue Lounges are located in Moscow, Dubai, United Arab Emirates and Kiev, Ukraine. In addition, Cond Nast International has licensed the GQ Bar in Dubai and Tatler Club in Moscow.

Cond Nast International's restaurant concept began a number of years ago to help the brand enter into new and emerging markets where its publications may not have a local presence ([see story](#)).

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