

FOOD AND BEVERAGE

Cond Nast continues Vogue Caf's expansion into Western Europe

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Vogue Caf macarons

By STAFF REPORTS

Media conglomerate Cond Nast International is serving up dishes of lifestyle and fashion at two new Vogue Caf locations in Berlin and Porto, Portugal.

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The Berlin and Porto outposts of Vogue Caf will join a growing network of branded restaurants affiliated with the fashion publication. In addition to digital activations, media brands have turned to out of home experiences as a tactic to gain readership and interact with an audience that does not consume print as much as it had in the past.

Table for Vogue

For Berlin's Vogue Caf, Cond Nast International worked with lifestyle and fashion brand Patrick Hellmann Collection for its first permanent location in Western Europe.

The restaurant, Vogue Caf's first in Germany, will be located in the five-star Patrick Hellmann Schlosshotel Im Grunewald, a historic venue in a prime residential area in Berlin.

"Developing and opening a Vogue Caf in Western Europe has long been an ambition for the brand, and we are thrilled to announce not one but two locations," said Gary Robinson, director of Cond Nast International Restaurants, in a statement.

"Berlin is currently the third-most visited city in Europe, with its incredibly creative and cool restaurant, music, fashion and gallery vibe," he said. "The dynamic Berlin food movement has now more than caught up with its other creative outpourings."

Vogue Caf opening in Berlin reflects Vogue Germany's commitment to establish the capital as creative and fashion-forward. These efforts have also seen Vogue hosting Fashion's Night Out and Vogue Salon during Berlin Fashion Week.



Berlin's Schlosshotel Im Grunewald

In Portugal, Vogue Caf will open in the Infante Sagres Hotel on Praca de D. Filipa de Lencastre, the oldest luxury property in the city of Porto. The city itself, the second largest in Portugal, is recognized as a UNESCO heritage site and is full of design, gastronomy and charm.

For the opening, Vogue Caf has aligned with The Fladgate Partnership, a distributor of port wine and vineyard houses such as Taylor, Fonseca and Croft, as well as winemaking properties in the Douro Valley. Recently, The Fladgate Partnership has ventured further into the hospitality sector, including its purchase of the Infante Sagres Hotel.

"The exciting new restaurant and bar in the Infante Sagres will bring together the timeless elegance of Vogue style and this wonderful historic property in the heart of Porto," said Adrian Bridge, CEO of The Fladgate Partnership, in a statement. "It will offer a sophisticated place to experience fine dining, casual meals and an exciting range of port cocktails.

"The extraordinary interiors of the hotel, which launched in 1951, will be enhanced with iconic images of the Vogue collections, ensuring that the Vogue Caf will become one of the most exciting places to eat and be seen in Porto," he said.

Vogue Caf Berlin and Porto will debut in 2017 as will locations in Doha, Qatar and Kuala Lumpur, Malaysia. Vogue Caf currently operates in Dubai, United Arab Emirates, Kiev, Ukraine and Moscow.

A Vogue Caf pop-up was staged in June within The Village, a shopping center in London. The temporary location was set up in celebration of British Vogue's 100th anniversary ([see story](#)).