

TRAVEL AND HOSPITALITY

Ritz-Carlton Beijing teams with Net-A-Porter for jet-setting tea

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Net-A-Porter's Jet-A-Sporter edit featuring Missoni

By STAFF REPORTS

The Ritz-Carlton, Beijing is welcoming warmer weather fashion in collaboration with online retailer Net-A-Porter.

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Taking inspiration from Net-A-Porter's #JetAPorter vacation wear selection, the property has launched a fashion tea. Available from June 9-14 in the hotel's lobby lounge, the tea offers Net-A-Porter another way to engage loyalists.

Tea and travel

As consumers are looking to get away, Net-A-Porter has launched a new vertical edit on its Web site.

Introduced by a relaxed film shot in Cuba, #JetASporter features bathing suits, kaftans, breezy attire, sandals and packing essentials including toothpaste and a cosmetic pouch.

Bringing this edit to life in pastry form, the Ritz-Carlton, Beijing's bakery chef developed a menu that includes Hawaiian biscuits and treats featuring coconut and cherry. Other menu items include ingredients such as lobster, foie gras and black caviar.

These treats are presented in a black box, which mimics Net-A-Porter's packaging. Consumers therefore get the excitement of unboxing as they indulge.



Net-A-Porter's afternoon tea at Ritz-Carlton, Beijing

Mandarin Oriental is reviving its partnership with footwear label Jimmy Choo with an afternoon tea series through February at its Munich, Germany, property.

The fashion afternoon tea is inspired by Jimmy Choo's cruise 2014 collection and each attending guest will receive a Jimmy Choo Flash fragrance surprise. By extending the relationship to additional Mandarin hotels, the brand is able to convey a global continuity among its properties ([see story](#)).

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