

TRAVEL AND HOSPITALITY

Peninsula Hong Kong turns Van Cleef & Arpels' inspirations into tea-sized treats

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Table setting for Peninsula Hong Kong's Van Cleef & Arpels-themed tea. Image credit: Peninsula Hong Kong

By STAFF REPORTS

The Peninsula Hotel Hong Kong is celebrating a four decade-long relationship with French jeweler Van Cleef & Arpels through a co-presented afternoon tea service.

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Richemont-owned Van Cleef & Arpels opened a boutique at The Peninsula Hong Kong in 1975 and recently expanding the store's footprint at The Peninsula Arcade. Boutiques found within hotels often perform well because consumers are more apt to spend while on vacation, similar to travel retail found in airports.

Tea for two

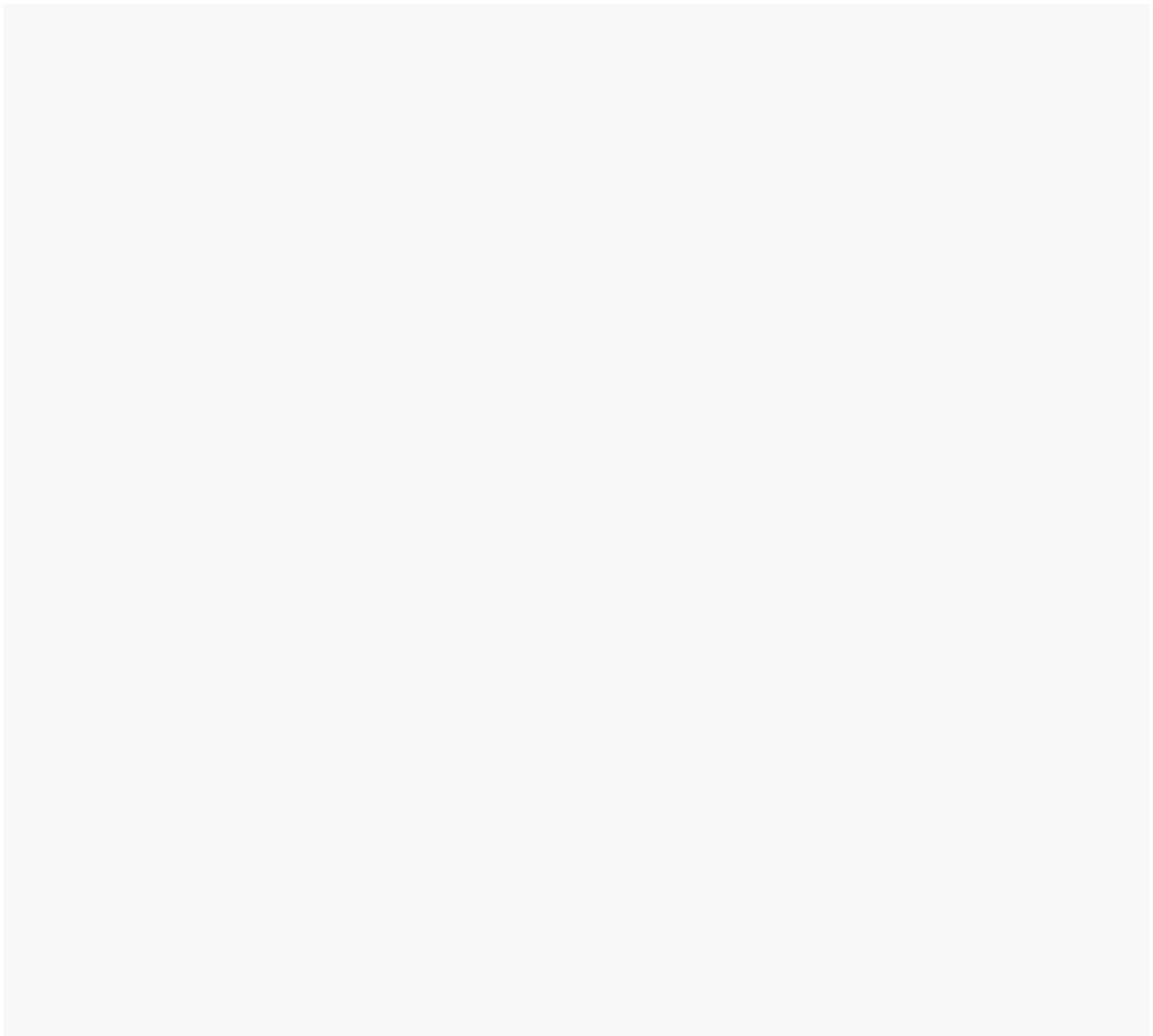
The co-presented afternoon tea will be hosted in The Peninsula Hong Kong's lobby from Aug. 14 to Sept. 30.

Menu items all draw inspirations from Van Cleef & Arpels' jewelry, which pulls from natural elements and symbols of good fortune.

For the afternoon tea, The Peninsula's culinary team interpreted Van Cleef & Arpels' floral motifs into an array of treats and refreshments.

Menu highlights include a lemon and basil tart, an apricot macaron, a chocolate tart with milk chocolate chantilly and a mango and passionfruit choux. The latter treat subtly references the 3-D heart-shaped petals of Van Cleef & Arpels' collection.

Savory items include a nicoise salad, a croque monsieur, smoked salmon rolls and tea service signatures such as cucumber sandwiches and scones served with jam and clotted cream.



Who can resist freshly baked scones? @antgoldman captured this behind-the-scenes shot of our famous buttery scones fresh out the oven and ready to be served at Afternoon Tea drool! #PeninsulaHongKong #PeninsulaAfternoonTea #TeaTime

A post shared by The Peninsula Hong Kong (@peninsulahongkong) on Jul 26, 2017 at 6:00pm PDT

The afternoon tea is paired with Peninsula's tea selection and a flute of Champagne.

To remember the experience, Peninsula will gift each table with a Van Cleef & Arpels' Frivole jewelry collection-inspired notebook.

Themed afternoon tea service is a common hospitality experience.

For example, The Peninsula Bangkok offered consumers a culinary exploration of Tiffany & Co.'s iconic blue.

The hotel's 2016 Tiffany Afternoon Tea was available for one month, with handcrafted delicacies that are inspired by the brand's glamorous image. Luxury brands often turn to hotels to provide engaging experiences to consumers ([see story](#)).