

TRAVEL AND HOSPITALITY

Four Seasons to open temporary bakery in Hong Kong

March 7, 2019



Four Seasons' Pop Down will be held in Hong Kong's Central neighborhood. Image courtesy of Four Seasons

By STAFF REPORTS

Hospitality group Four Seasons Hotels & Resorts is bringing its ephemeral Pop Down concept to Hong Kong.

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Following experiences in Miami, Philadelphia and Toronto, Four Seasons will host a private event followed by a two-day consumer facing activation in Hong Kong later this month. Originally launched in 2017, the Pop Down enables Four Seasons to bring unique culinary and mixology experiences to consumers for a limited time.

"Four Seasons Pop Down is inspired by the talent and creativity of our people, serving as a testament to the artistry and craftsmanship that defines Four Seasons the world over," says **Peter Nowlan**, chief marketing officer, Four Seasons Hotels and Resorts, in a statement. "Whether you are experiencing the event firsthand or engaging with our content online, each Four Seasons Pop Down is an opportunity to stretch our imagination, creating unexpected ways for guests and consumers to connect with our brand, and Pop Down Hong Kong will be no exception."

Popping down

On March 30, Four Seasons will kick off its Hong Kong hospitality with an invitation-only event held in a storefront at Pacific House. Guests will experience food and beverage offerings from properties around the world, including Four Seasons hotels in Paris, Abu Dhabi and Los Angeles.

The following two days, Four Seasons will be hosting a lunchtime bakery experience at Pacific House that is open to the public. The bakery is led by chef Tan Yan Tak, whose Lung King Heen restaurant in Four Seasons Hong Kong was the first Chinese eatery to be granted three Michelin stars.



Chef Chan Yan Tak of Four Seasons Hotel Hong Kong's Lung King Heen restaurant. Image credit: Four Seasons

Open from 11:30, the Pop Down bakery will serve up pineapple pork buns and cream custard puffs. This is the first time that consumers can taste the chef's food outside of his own restaurant.

Allowing guests to take the experience with them, diners will walk away with a complimentary box of treats that is decorated by artwork from Don Mak.

Along with food, the space itself is designed to be sharable, with floral arrangements from Nicolai Bergmann.

Four Seasons recently hosted the third event for its global event series on a superyacht for an added wow-factor in luxury travel.

For the hospitality group's Pop Down series, a variety of events to show consumers the adventurous side of Four Seasons, Miami was the host to its latest event. Superyacht KISMET housed the experience for one night only on Dec. 7 ([see story](#)).

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