

Vogue opens first Thailand caf in Bangkok

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Archived Vogue covers adorn the walls of the newspace. Image courtesy of Cond Nast

By LUXURY DAILY NEWS SERVICE

Cond Nast's *Vogue* has opened the doors of its first caf experience in Thailand, in partnership with Serendipity Media Company, licensed publisher of *Vogue* and *GQ* in Thailand.

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Located at the heart of downtown Bangkok at the Ratchaprasong intersection, and home of the renowned Erawan shrine, *Vogue* Caf Bangkok sits among luxury boutiques and five star hotels. The caf is initially opening as a pop-up concept, and will later expand to a permanent venue in the near future.

"Bangkok's rich culture and famous reputation for hospitality and food, combined with an ever changing and vibrant caf scene makes it ideal as the venue for the next *Vogue* Caf," said Markus Grindel, managing director of global brand licensing at Cond Nast, in a statement.

"*Vogue* Caf Bangkok will bring luxury fashion and caf culture together in an environment that will appeal to fashion lovers and others."

Vogue Caf

The new cafe is positioned uniquely and intended for shoppers, visitors and office workers to escape the busy area for a quiet coffee, meal, afternoon tea or early evening drink.

Vogue Caf Bangkok opens as a 2,152 square foot space that can cater to up to 60 seated diners, plus take-away service.



The new *Vogue Caf* intends to provide customers a relaxing escape in the middle of busy Bangkok. Image courtesy of Cond Nast

The venue offers breakfast, lunch and afternoon teas, but also serves as a relaxing post-work haven for those looking to unwind after a busy day.

In keeping with other global *Vogue Cafs* images and covers from the archives of *Vogue* adorn the walls, including iconic shots featuring some of the world's most renowned models and photographers.

Based on the new guidelines issued by Thai Authorities, *Vogue Caf* Bangkok will be open seven days per week between 8 a.m. and 8 p.m.

Vogue Caf Bangkok joins Cond Nast's portfolio of branded property under its global licensing division.

Cond Nast restaurants around the world include *Vogue Cafs* in Porto, Riyadh and Beijing, *Vogue Lounge* Kuala Lumpur, *Vogue Restaurant* Istanbul and *GQ Bar* Bodrum, as well as throughout Western Europe ([see story](#)).

Vogue Caf Shanghai will also open later this year.

Cond Nast has published *Vogue* and *GQ* in Thailand with Serendipity Media for the past eight years, having launched *Vogue Thailand* in February 2013.

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