

MULTICHANNEL

## Asprey, The Langham celebrate milestone via Diamond Jubilee high tea

April 27, 2012



By RACHEL LAMB

The Langham hotel and Asprey are using their British heritage to celebrate the Queen's Diamond Jubilee with a special high tea with pastries inspired by the jeweler's collections.

[Sign up now](#)

**Luxury Daily**

The Asprey Diamond Jubilee Tea will be served in the Palm Court at the London-based hotel, which The Langham claims is the birthplace of the British afternoon tea tradition. Pastries have been inspired by Asprey's Daisy Heritage, Woodland and classic collections.

"Both brands are at the forefront of their fields and actually have very like-minded clients," said Brian Gore, director of communications at [The Langham](#), London.

"By partnering in this way, we add value to each other by sharing our expertise to put together a very unique offering," he said.

The Queen's Diamond Jubilee celebrates Queen Elizabeth II's 60th year on the throne.

Diamond in the rough

The Asprey Diamond Jubilee Tea runs April-October.



### *Asprey Diamond Jubilee Tea*

The pastries designed for the Queen's Diamond Jubilee include items such as blueberry and bilberry battenburg, purple jasmine with apricot and a praline truffle. The head chef is Cherish Finden.

In alignment with the trademark Asprey shade, the color purple is used quite often.

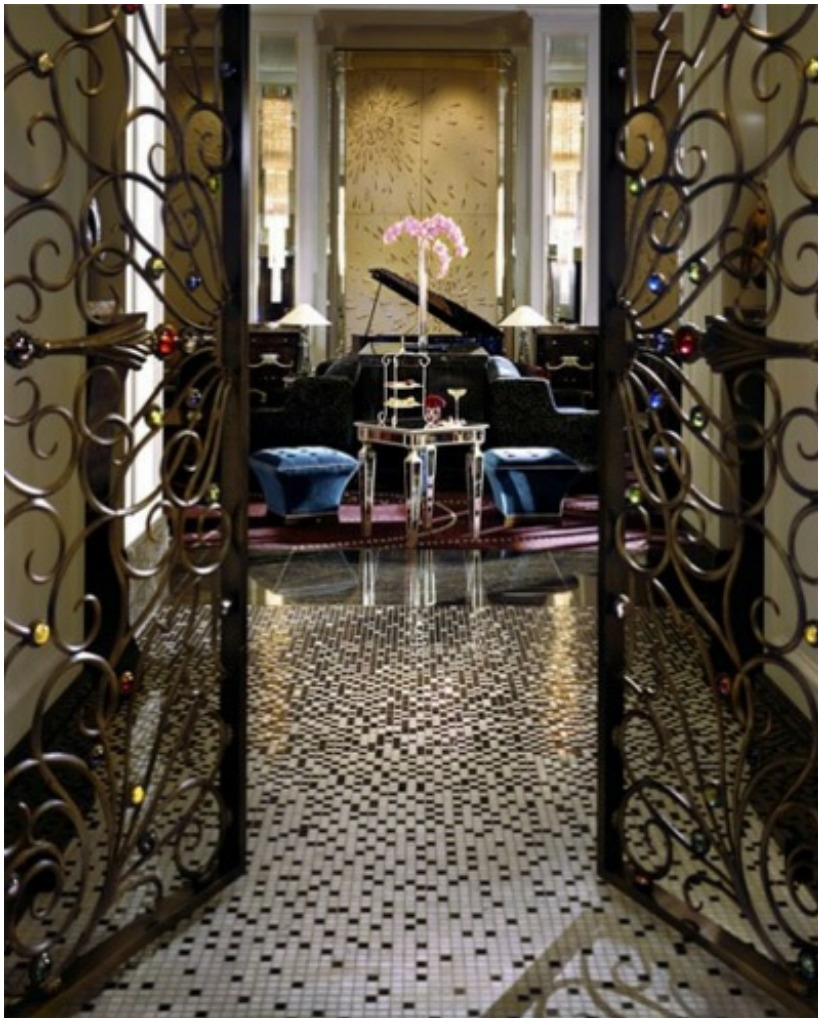


### *Asprey's Daisy Heritage collection*

The price for the Asprey Diamond Jubilee Tea is \$79 per person.

Both brands intend on marketing the promotion through multichannel efforts.

The tea will be advertised in the Palm Court at The Langham as part of its menu.



### *Palm Court*

Both The Langham and Asprey will reinforce the collaboration with direct outreach to past and current guests, visitors to London and local residents through traditional marketing channels and social media.

#### Jubilant celebrations

In honor of the Queen's Diamond Jubilee, other British brands have been celebrating their heritage.

For example, London-based department store Harrods is tapping into locals' affinity for Queen Elizabeth II to market a product line and a series of in-store events to mark the Diamond Jubilee, the British monarch's six decades on the throne ([see story](#)).

Harrods is also hosting a Pinterest contest in which the winner will have a store window inspired by her design ([see story](#)).

These distinctly British brands could be using the Queen's milestone to connect with this specific group of affluent consumers.

Both The Langham and Asprey have royal connections. Asprey gained its first Royal Warrant in 1862 and the Prince of Wales – later King Edward VII – opened The Langham, London in 1865, Mr. Gore said.

Therefore, the Asprey Diamond Jubilee Tea is not just a ruse to push products, but part of

both the hotel and jeweler's history.

"The Langham, London and Asprey have an incredibly rich English heritage," Mr. Gore said.

"The strategy behind the collaboration is to not only celebrate the Queen's Diamond Jubilee, but also to showcase our two brands side by side in what is a formidable year for London," he said.

Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.