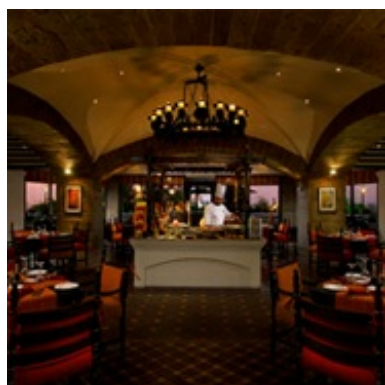


IN-STORE

Starwood's Luxury Collection crosses cultures in pop-up restaurant

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By TRICIA CARR

Starwood Hotels & Resorts' Luxury Collection brand is bringing a partner New Delhi, India, property restaurant to its London hotel as a limited-time pop-up joint that proved to be popular with locals by maxing out on reservations before opening.

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The Bukhara restaurant located at ITC Maurya, New Delhi, India, is offering its menu May 17-June 1 at The Luxury Collection's Sheraton Park Tower, London, in the form of a pop-up restaurant that was completely booked prior to its opening. The restaurant will serve Indian cuisine prepared on-site in a culture-oriented setting, with some proceeds to be donated to protect endangered Asian elephants.

"Each Luxury Collection hotel and resort is a unique expression of its location," said Paul James, global brand leader at [The Luxury Collection Hotels & Resorts](#), London. "We have always seen the exceptional culinary experiences that they offer as opportunities to transport travelers and bring a location to life.

"The Luxury Collection caters to discerning travelers who want to get a real insight into a destination and its sensory offerings," he said. "They are sophisticated global explorers who expect more than amenities within the brick-and-mortar of a building," he said.

"They want an unforgettable way to experience the indigenous charms and treasures of these unique locations."

ITC Hotels, India, has an exclusive partnership with The Luxury Collection.

International palate

Bukhara at ITC Maurya will be introduced in London due to the popularity of Indian cuisine in the city, per The Luxury Collection.



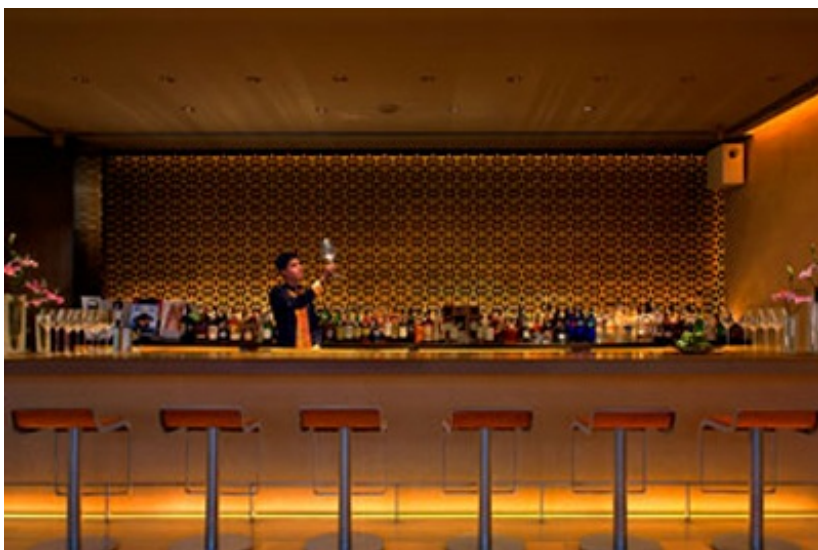
The Luxury Collection's Sheraton Park Tower, London

The pop-up restaurant at Sheraton Park Tower is open for two weeks. It was designed by the property's creative director to represent Indian culture.

Guests will be seated under a linen canopied tent. The restaurant is surrounded by palm trees.

A color scheme of fuchsia and turquoise is used to complement wooden tables decorated with antiques.

There is also an outdoor space with a bar that contains metal hanging lamps, pillars, statues, draped fabrics, cushions and lounge seating. Indian music will be played outside.



Bukhara's bar at ITC Maurya

The menu consists of Bukhara dishes prepared by ITC Hotels corporate chef Manjit Gill. Options include marinated leg of lamb called Sikandari Raan, Murgh Malai chicken kebab and Dal Bukhara, a mix of black lentils, tomatoes, ginger and garlic slow-cooked over coals for 18 hours.



Sikandari Raan

Bukhara at Sheraton Park Tower is open May 17- June 1 from 6:30 p.m. to 10:30 p.m.

Reservations began March 26 and could be made on The Luxury Collection's Bukhara London microsite at <http://luxurycollection.com/bukhara>. The Web site is no longer accepting reservations.

In addition, The Luxury Collection created a hashtag for London residents to make their reservations via Twitter.



Bukhara pop-up microsite

Meanwhile, The Luxury Collection will donate part of the proceeds from the Bukhara pop-up to Elephant Family, a non-profit organization that helps to protect endangered Asian

elephants.

"Like all of us, luxury consumers love to not only travel, but to experience the foods of a destination by getting to know the people and experiencing their local flavors," said D.M. Banks, director of [DMB Public Relations](#), New York. "A culinary experience such as this will bring the best of the best to this pop up.

"If you make a fantastic first impression, it will only leave the guests eager to have more short-term and long-term experiences with The Luxury Collection brand," he said.

Good eats

Many luxury hotels are attracting guests and locals with limited-time dining experiences, especially in London.

For example, The Langham hotel and Asprey used their British heritage to celebrate the Queen's Diamond Jubilee with a special high tea with pastries inspired by the jeweler's collections ([see story](#)).

In addition, The Dorchester Collection's 45 Park Lane hotel in London hosted an event with on-site restaurant owner Wolfgang Puck ([see story](#)).

Most luxury travel brands tap their email list to spread the word about limited-time events and it is likely that The Luxury Collection sent an email to past guests to alert them about the Bukhara pop-up.

Due to the sold-out status of Bukhara in London, it seems that The Luxury Collection uncovered a surefire strategy to attract local consumers.

Other luxury brands may want to consider crossing popular menus among their properties to leverage international hotels in large markets.

However, hospitality brands will likely benefit only if the menu is offered during a well-executed event since The Luxury Collection created a cultural dining atmosphere to go along with the Indian cuisine.

"The pop-up restaurant capitalizes on the large Indian population and cultural presence in London," said Taylor Rains, account coordinator at [Rawle Murdy Associates Inc.](#), Charleston, SC. "But, more significantly, it provides a unique experience for customers in London.

"Luxury is heavily influenced by cultural context and cultural exposure is one of the best ways to foster a unique travel experience," he said. "Hotels that embrace their cultural surroundings create an identity unique to their property.

"When a brand can allow guests around the world to experience a taste of a culture different from their own, it can lead to an incredible stay."

Final Take

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