

IN-STORE

## Marc Jacobs, The Landmark Mandarin Oriental partner for exclusive Hong Kong experience

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By RACHEL LAMB



Marc Jacobs tea at the  
Mandarin Oriental Hong  
Kong

The Landmark Mandarin Oriental, Hong Kong, is partnering with apparel and accessories marketer Marc Jacobs to offer an exclusive tea inspired by the designer's Lindy bag from the fall/winter 2012 collection.

This will be the first Landmark Mandarin Oriental Bar afternoon tea that is solely created on the shape, color, print and texture of the bag. This tea is available Sept. 1-30.

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“Together they could potentially reach a younger, affluent guest who wants a luxurious and refined experience, but not one that their parents would have had,” said Tiffany Dowd, a Boston-based luxury hotel inspector and president of Luxe Social Media.

“It is about reinforcing brand loyalty,” she said. “By collaborating, each will benefit with the exposure to the other’s loyal consumers.

“This creative partnership reinforces each as the luxury brand for a new generation.”

#### Landmarc

The Landmark is renowned for its trendy afternoon teas which have been held in collaboration with some of the world’s most prestigious brands, according to Landmark Mandarin Oriental.

The tea is inspired by the Lindy’s feminine bow and punk mini-stud infused with 1980s style, as well as the warm solid color tone in the autumn collection.



*Marc Jacobs Lindy bag*

The Marc Jacobs tea is priced at approximately \$25 Monday-Saturday, which includes a three-tier tea set, a cake buffet and a choice of Jing tea or coffee. On Sundays, the tea is priced at \$30 and includes an additional dessert buffet.

Tea is served from 3:00 p.m. – 5:30 p.m. Monday-Saturday and 3:30 p.m. – 5:30 p.m. on Sundays. All guests will receive a special gift set from Marc Jacobs with the tea set.

The Marc Jacobs tea will feature beetroot horseradish ravioli, smoked turkey spinach quiche, ham mousse bun bag and cucumber cream cheese ribbon on crispy sour dough

crackers.

There are also sweet treats including mini Marc Jacobs mocktails, pistachio biscuits layered with strawberry mousse, grand cru manjari mousse with chocolate marzipan, cherry-and-vanilla panna cotta and ginger and raisin scones.



### *Marc Jacobs tea*

Landmark Mandarin Oriental is marketing these efforts on its social media sites.

This is likely in an attempt to grab younger consumers and let them have a taste of the brand lifestyle.

“True luxury will always be about the experience and how it makes you feel,” Ms. Dowd said.

“Savoring designer tea at the Landmark Mandarin Oriental is no doubt a luxury experience,” she said.

In the bag

Other luxury brands have collaborated with hotels and restaurants to attract locals. A lot of the time, it is done through themed tea, similar to the Marc Jacobs collaboration.

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](#)).

Also, The Dorchester, London, will host a fashion-themed tea party during London Fashion Week at which British fashion label Teatum Jones will give an exclusive preview of its autumn/winter 2012 collection ([see story](#)).

Combining the modern edginess of Marc Jacobs with a contemporary hotel such as Mandarin Oriental could help spread awareness of both brands in a market where labels are fighting for notice.

Luxury, above all else, is about the experience. The mixture of design and taste could be what separates the two from their competitors.

Just as the Dorchester and Teatum, along with The Langham and Asprey, have similarities, Marc Jacobs and Landmark Mandarin Oriental are likely hoping that their brands will sync together.

“Food is the new fashion,” Ms. Dowd said. “It is all about taste.

“Landmark Mandarin Oriental is the epitome of contemporary luxury and Marc Jacobs is a modern designer with international influence,” she said. “There are great synergies combining their brands.”

Final Take

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

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