

IN-STORE

Ritz Carlton Hong Kong embellishes afternoon tea with Damiani partnership

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By JOE MCCARTHY

The Ritz-Carlton, Hong Kong, is enlisting Italian jewelry and timepiece brand Damiani to glamorize its afternoon tea events and show off its Belle Epoque collection to guests in September.

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Already a key dimension of the hotel's allure, the afternoon teas will gain an additional flourish by featuring Damiani jewelry alongside jewelry-inspired delicacies. The event follows similar initiatives by the property that will attract guests who value and expect exquisite details to stud their travels.

"Afternoon tea is a favorite pastime for many people today, and whether it's when traveling or in your own city, it allows for a great opportunity to gather with friends and family while enjoying tea with a mix of sweet and savory bites," said [Damon M. Banks](#), director of [DMB Public Relations](#), New York.

"It's interesting to see this Hong Kong hotel collaborate with an Italian jewelry brand to showcase their talents to both visiting international guests visiting the Ritz-Carlton, as well as the Hong Kong locals looking for an inventive afternoon tea experience," he said.

Mr. Banks is not affiliated with the Ritz-Carlton, but agreed to comment as an industry

expert.

Ritz-Carlton Hong Kong did not respond by press deadline.

Chocolate cascade

Damiani jewelry will ornament the tea trays at the hotel's lounge and bar for the viewing pleasure of guests throughout September.

Chefs have created various delicacies that borrow traits from the Damiani Belle Epoque collection.



Belle Epoque collection

Edible chocolate pendants resemble a cross necklace from the collection. Pink gold, orange diamond and colored gems including yellow sapphires and emerald can be seen in various pastries.



Afternoon tea option

The chefs also created an illy tarte with a cascade of Ivory chocolate cream, reflecting the winding bands of the Gomitolo collection. Finally, extra pendants have been crafted to reflect Damiani's logo and add a younger touch to the event.

Afternoon tea takes place daily from 3-6 p.m. and is joined by live music.



Lounge and bar at Ritz-Carlton Hong Kong

The occasion is priced at \$50 dollars per person, or \$80 for 2. The offer is also included in rooms starting at \$640 per night.

Tea may even become a secondary attraction to the jewelry-inspired displays.

"By cross-promoting with Italian designer Damiani, the hotel can attract like-minded luxury brand loyalists who appreciate attention to detail," said Tiffany Dowd, founder and president of [Luxe Social Media](#), Boston.

"Hotels can be successful by matching high quality products with first-class experiences allowing them to leverage each other's affluent consumers," she said.

Fit for you

The continually refreshed tea series is a good example of a property designing an offer that meshes with an area's culture.

Ritz-Carlton has tailored packages centered on local culture before.

For instance, the Ritz-Carlton, Westchester, NY, is targeting summer travelers through a family-friendly, pirate-themed package and a historical tour offering that immerses guests in the local culture.

The "Pirates of the Hudson" package includes tickets to the Pirates of the Hudson festival at Philipsburg Manor in Sleepy Hollow, NY, and the "Hudson Valley Summer" package comprises a tour of the Hudson Valley. Since many families travel during the summer months, hotels should offer activity-filled packages for those who are traveling with children ([see story](#)).

Other luxury hotel brands have used local food as the crux of a package.

For example, Waldorf Astoria Park City, UT, is reaching out to ultimate foodies with a package that has the hotel's chef guide guests through the Wasatch Mountain Range on a foraging journey. Guests will then use the ingredients they gather for a custom-prepared meal by chef Clement Galas.

During the foraging trip, guests can picnic with their choice of wine or locally crafted beer ([see story](#)).

What sets afternoon tea events apart from other kinds of offers is that it can be replenished with new themes year-round.

"With afternoon tea offers being designed around seasons, holidays, ingredients and events, these types of collaborations with outside brands can be done at any hotel, and always serves as an excellent opportunity to cross-promote the brands involved," Mr. Banks said.

Final Take

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