

IN-STORE

## Trump International New York drives traffic via Fabergé Big Egg Hunt involvement

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*Naeem Khan's egg for the Big Egg Hunt*

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By JEN KING

Trump International Hotel & Tower New York at Central Park is joining in on the fun of Fabergé's expansive Big Egg Hunt that has recently entered the five boroughs with a family-friendly package for Easter.

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**Luxury Daily**

Fabergé's charity initiative has placed 275 decorative egg sculptures throughout New York with three of the eggs housed on-site at the Trump International. As consumers search the city for the mobile application-enhanced eggs, Trump will benefit from having exclusive designs that generate more foot traffic as locals and tourists aim to find as many eggs as possible.

"If the event's success in London is any inclination, The Big Egg Hunt will be a huge draw for anyone traveling to the city and that will naturally bring more people through our doors as they're looking to view the eggs we have on display," said Suzie Mills, general manager of **Trump International Hotel & Tower New York**, New York.

"In conjunction with the hunt, we are also offering a new suite package for families which

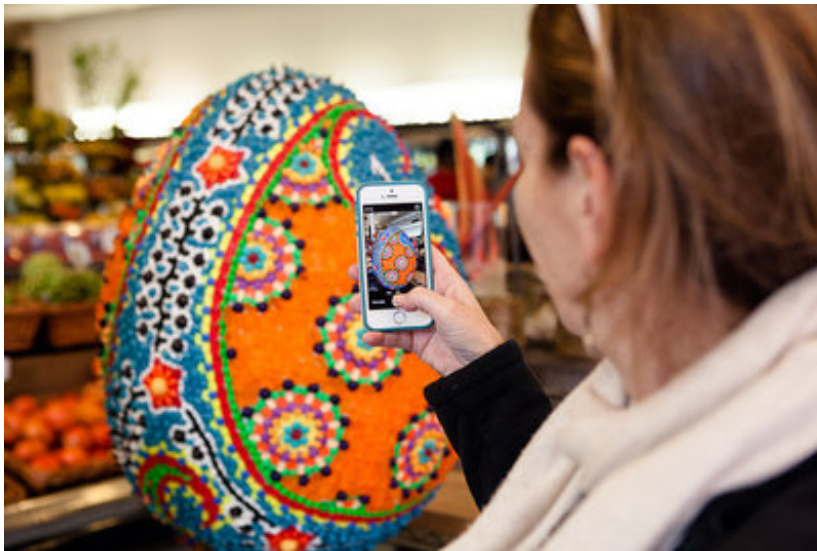
has created a wonderful opportunity for us to showcase our selection of family-friendly accommodations,” she said.

#### On the hunt

With its proximity to Central Park and Columbus Circle, both popular tourist attractions and home to its own cluster of eggs, foot traffic to the area surrounding Trump International will increase as consumers search to unlock as many eggs as possible using Fabergé’s The Big Egg Hunt mobile app.

The eggs have been designed by artists such as Jeff Koons, Bruce Weber and Peter Beard, as well as emerging talents. Fashion designers such as Ralph Lauren, Carolina Herrera, Marchesa, Oscar de la Renta and Diane von Furstenberg also designed their own eggs.

Each of the 275 eggs are outfitted with a beacon, powered by Nomi, that allows the consumer to check in and unlock the egg. Participants are in the running to win \$30,000 worth of Fabergé jewelry ([see story](#)).



*Fabergé’s The Big Egg Hunt in use*

Trump International is hosting three of the 275 eggs on its property to drive foot traffic to the hotel and to include its own guests staying during April and Easter in the city-wide scavenger hunt. Trump International’s three exclusive eggs were designed by interior designer Rachel Waldron, artist Minyan Huang and fashion designer Naeem Khan.

Ms. Waldron’s egg shows an abstract subway map that reflects the cracks of the eggs shell.



*Rachel Waldron's egg housed at Trump International Hotel & Towers New York*

Ms. Khan created an egg with a golden textured that lends well to Trump's "gilded legacy" according to the hotelier, while Ms. Huang designed a "nest egg" by artfully folding dollar bills to be attached to her sculpture.



*Minyan Huang's egg housed at Trump International Hotel & Towers New York*

Also, the hotel created its own installation created by in-house restaurant Jean-Georges' pastry chef Joseph Murphy. Mr. Murphy created an array of chocolate eggs made of Valrhona chocolates that the hotel is publicizing on its social media accounts.



Celebrating the first day of Faberge's @TheBigEggHunt, Jean Georges Restaurant Chef Pâtissier Joseph Murphy created these Valrhona chocolate eggs



### *Chef Joseph Murphy with his Valrhona chocolate egg sculptures on Facebook*

Trump International took this opportunity to tout its family-friendly amenities with a Big Egg Hunt package. The package is meant to highlight the hotel's suites with an emphasis on the full European-sized kitchen within each guestroom.

The package includes an “eggs-tra” special turndown amenity as well as a do-it-yourself egg making kit. Families will be able to make their own golden eggs to compete with the installations scattered throughout the city.

Reservations for the Big Egg Hunt package are available through April 24.

### *City-wide initiatives*

When a city is celebrating an event, hoteliers can benefit from incorporating their own curated packages that mesh with the occasion.

For example, The Ritz-Carlton Washington and The Ritz-Carlton Georgetown are inviting guests to revel in the National Cherry Blossom Festival March 20 through April 13 with thematic offers.

Both properties offer various culinary options that try to harness the flavor of cherry blossom trees and encourage guests to explore the nation's capital during the bloom. Properties in cultural hot spots should devise packages that complement rather than go against local events ([see story](#)).

Trump's participation will show off its connection to the city.

“This event is very intriguing to both guests and locals of New York and the city will be in hot pursuit to see them all,” Ms. Mills said.

“We're so proud to be hosting three of the beautiful statues right here on property and I believe, given our proximity to Columbus Circle and Central Park, that ours will be a very popular destination for everyone looking to catch a glimpse of the illustrious eggs,” she said.

### *Final Take*

*Jen King, editorial assistant at Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/s8U-3kaj0y8](https://www.youtube.com/embed/s8U-3kaj0y8)

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