

For Immediate Release

**NICCOLO CHENGDU AND GRAFF JOINTLY LAUNCH
THE SPRING AFTERNOON TEA**



NICCOLO CHENGDU X GRAFF Spring Afternoon Tea

Chengdu, China, 6 March 2023 –NICCOLO CHENGDU joins hands with the British luxury jewellery brand GRAFF to launch a co-branded spring afternoon tea, inspired by GRAFF’s iconic Wild Flower and Butterfly Collections. Relish a masterfully-crafted luxurious afternoon tea during the splendid springtime.





NICCOLO CHENGDU X GRAFF Spring Afternoon Tea

NICCOLO CHENGDU X GRAFF Spring Afternoon Tea offers a range of culinary delights for you to enjoy a pleasurable spring afternoon in Chengdu. Inspired by GRAFF's Wild Flower Collection, the Vanilla Passion Fruit Dome features a refreshing fruit fragrance, crafted with delicate petals that reflect joyful irreverence and youthful daring. This dessert is an embodiment of the elegant English garden, and caters to the Collection's motif - the ultimate expression of yourself with beauty amidst flowers. Citrus Jasmine Tea is gracefully adorned with the GRAFF's Butterfly Collection that recreates captivating diamond butterflies fluttering and dancing in the air. Blended creatively with citrus and jasmine, the design reveals its playful personalities and feminine charms. Almond Lemongrass, Blood Orange Gâteau captures the essence of Lesedi La Rona fragrance collection. Set alongside multifaceted scents, the treat offers a melt-in-the-mouth taste that is not to be missed. The Tea Lounge is a contemporary chic hideaway that brings together exquisite art and gastronomy, and offers an exceptional culinary experience for you to spend a perfect cosy spring afternoon.

Enjoy NICCOLO CHENGDU X GRAFF Spring Afternoon Tea set starting from RMB498++, and Champagne Afternoon Tea set starting from RMB888++, alongside with exclusive drinks. Before April 30th, 2023, guests purchasing the Spring Afternoon Tea jointly presented by NICCOLO CHENGDU and GRAFF, will receive an exclusive offer and gift box from GRAFF.





NICCOLO CHENGDU X GRAFF Spring Afternoon Tea

Established in 1960 by Laurence Graff OBE, GRAFF is renowned for the most fabulous jewels in the world. Operating at the pinnacle of the luxury jewellery industry for over half a century, GRAFF has handled many of the most important and treasured gemstones. Some of the stones are centuries old and steeped in myth and history, while more recent discoveries have been cut and polished in GRAFF's atelier. From the design of each jewel to the flawlessly finished piece, GRAFF's highly skilled master craftsmen are experts at the immaculate diamond and gemstone mounting, setting and polishing that are a signature of every GRAFF jewel. Inspired by luxury fashion, Niccolo is a collection of contemporary chic hotels with the most desirable, highly prized addresses. Underpinning the brand is the desire to make life effortlessly luxurious for guests. NICCOLO CHENGDU partners with GRAFF to present this artisanal afternoon tea that will pamper your palate, whilst providing a luxurious experience of a romantic fragrance by GRAFF.





The Tea Lounge of NICCOLO CHENGDU





GRAFF STORE, Chengdu, IFS

Located on the 3rd floor of NICCOLO CHENGDU, The Tea Lounge is an ideal place for guests in search of the quintessential tea experience, where they can choose from a fine selection of teas and coffees served with exquisite signature refreshments. The Tea Lounge sits in the hotel's elegant glass box at the main entrance, and hanging from the ceiling is "Breeze Bird", a metal installation artwork crafted by the internationally renowned designer Hirotoishi Sawada, helping to create a contemporary chic dining atmosphere.



Address: The Tea Lounge, 3F Niccolo Chengdu, Tower 3, IFS, Section 3, Hongxing Road, Jingjiang District, Chengdu, Sichuan, China.

Reservation may be made at niccolohotels.cn or hotel official WeChat.

About GRAFF

Founded by Laurence Graff OBE for more than 60 years, GRAFF has operated at the very pinnacle of the high jewellery industry, discovering and crafting diamonds of brilliance, transforming the hidden wonders of the earth into spectacular pieces of jewellery that move the heart and stir the soul. Throughout its rich history, GRAFF





has become the world leader for diamonds of rarity, magnitude and distinction. Synonymous with the most fabulous jewels in the world, GRAFF is a vertically integrated company that stewards every stage of the jewellery making process - from the sourcing of each rough stone, through to the cutting, polishing and setting of each piece.

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About Niccolo Chengdu NEW ENCOUNTERS. TIMELESS PLEASURES.

Niccolo is a collection of five contemporary chic hotels inspired by luxury fashion, all with desirable, highly prized addresses. Underpinning the brand is the desire to make life effortlessly luxurious for guests. Located at Chengdu's celebrated International Finance Square within the Chun Xi Road business district, Niccolo Chengdu occupies desirable and fashionable addresses and offers seasoned travelers a choice of 238 spacious luxurious guestrooms and suites with fashion-inspired interiors by leading designers. The Niccolo culinary journey combines culture and gastronomy in a range of exceptional dining experiences with its signature cuisines. Niccolo is Chengdu's epicentre for business events and celebrations by offering unprecedented choice of flexible spaces and highly attentive event service to create memorable experience for guests. Niccolo Chengdu is a member of the Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands, bringing together 35 brands with over 500 hotels in 85 countries.

Further details on Niccolo Chengdu are available at niccolohotels.com.

About Global Hotel Alliance

Launched in 2010, GHA DISCOVERY is the world's largest loyalty programme for independent hotel brands, featuring more than 500 hotels, resorts and palaces across 35 brands. Members enjoy VIP recognition, thoughtful benefits and generous rewards at home or away. Recently the programme has evolved to include an additional tier and flexible paths to upgrade through nights/stays, eligible purchases or number of brands stayed, making it easier and faster for members to reach elite status. Unlike more traditional programmes, GHA DISCOVERY does not ask members to count points towards their next upgrade. Instead, members earn and spend DISCOVERY Dollars (D\$), an exclusive rewards currency. They also enjoy members-only Experiences curated by each hotel and have access to properties close to home, without a stay, through member-only Local Offers.

For more information about GHA DISCOVERY or to join, visit www.ghadiscovery.com or download the GHA DISCOVERY mobile app. Travellers can also connect with GHA DISCOVERY on Instagram and Facebook.

About Ultratravel Collection





Ultratravel Collection brings together hotels of distinction for the discerning traveller. Its membership is reserved for the very best hotels and resorts in the world – genuinely luxurious and iconic properties that deliver the finest service and personalised guest experiences. Member hotels share an integrated global platform for guest recognition and loyalty rewards, the DISCOVERY programme from partner Global Hotel Alliance, as well as beneficial relationship with the multi-media brand Ultratravel, the other founding partner of Ultratravel Collection. For more information, visit ultratravelcollection.com

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