

Immediately

**Niccolo Chengdu collaborates with Dunhill
to present English Afternoon Tea**

March 15, 2022 (Chengdu, China) - Niccolo Chengdu joins hands with the luxury fashion brand Dunhill to launch a co-branded English afternoon tea, inspired by the Dunhill series collection. Enjoy a taste of luxury in an inspirational setting reminiscent of signature British style while immersed in fashionable contemporary chic.

Founded in London in 1893 by Mr Alfred Dunhill, the Dunhill brand has long boasted a reputation of being design-driven, creating unique fashion and pursuing exclusive opulence. Dunhill's stylish menswear collections represent a culmination of aesthetic harmony and evoke a sense of refined luxury that gently flatters the male form with understated elegance. 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 presents this artisanal afternoon tea with Dunhill elements reflecting modern style and providing a luxurious experience at The Tea Lounge.

Inspired by the Dunhill series collections, Niccolo Chengdu x Dunhill English Afternoon Tea is endowed with both the contemporary chic style and elegance that together unveil unique aesthetics and timeless exquisiteness. Surprise your taste buds with quintessential desserts, sourced from selected seasonal ingredients, and infused with bright-coloured elements from the Dunhill series collections. Indulge in lavish English afternoon tea and spend your cozy afternoon at The Tea Lounge. Enjoy selected Niccolo Chinese and Western tea and coffee starting from RMB428++/2 persons, or Champagne package at RMB888++/2 persons. Before 20th May, 2022, guests purchasing the English afternoon tea jointly presented by Niccolo Chengdu and Dunhill, will receive an exclusive gift from Dunhill.



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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 Dunhill

Founded in London in 1893 by Mr. Alfred Dunhill, the Dunhill brand has long boasted a reputation of being design-driven, creating unique fashion and pursuing exclusive opulence. Dunhill is nowadays a quintessential British luxury menswear brand that operates more than 90 boutiques across 16 countries in cities such as London, New York, Paris, Tokyo, Osaka, Shanghai, Beijing, Hong Kong and Dubai.

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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



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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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