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**Niccolo Chengdu collaborates with Qeelin
to present Wulu Afternoon Tea**

January 29, 2022 (Chengdu, China) - Niccolo Chengdu, in partnership with the fine jewellery brand Qeelin, debuts the co-branded Wulu afternoon tea inspired by the newly launched Qeelin Wulu collection, for you to celebrate the upcoming Chinese New Year.

Niccolo is named after the 13th Century explorer and trader Niccolo Polo whose epic adventures opened China to the world. Inspired by *Marco Polo's Travels*, Dennis Chan, founder and creative director of Qeelin, is dedicated to showcasing the timeless beauty of Chinese culture with glamorous jewellery. 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 exquisite afternoon tea with jewellery elements which reflect both the auspiciousness of the Chinese New Year and the blessing of the Qeelin Wulu collection.

Niccolo Chengdu x Qeelin Wulu afternoon tea features the Wulu collection's colour and shape which embody the philosophy of harmony between Eastern and Western aesthetics. The finely crafted seasonal ingredients are made into five desserts, four savouries and scones, served with custom-made Niccolo caviar, which altogether bring a sense of design and fashion. The panda-shaped design is fused into desserts to represent good fortune. The seasonal ingredients are poised to surprise your taste buds with rich aromas which linger in your mouth. The Wulu afternoon tea, blended with signature elements from Qeelin, will bring amazing inspiration to diners. Enjoy selected Niccolo Chinese and Western tea and coffee starting from RMB488++/2 persons, or Champagne package at RMB888++/2 persons. Before 10th March, 2022,



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guests purchasing the Wulu afternoon tea jointly presented by Niccolo Chengdu and Qeelin, will receive an exclusive Qeelin gift package.

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 Qeelin

Since Qeelin's founding in 2004, every piece of jewellery has carried rich cultural connotations, reinterpreting traditional symbols with stylish designs intended for daily wear, and infusing new life and contemporary meaning to Chinese heritage.

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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



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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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