

For Immediate Release

Niccolo Chongqing collaborates with Qeelin for co-branding Wulu afternoon tea

30 January 2022 (Chongqing, China) – Niccolo Chongqing collaborates with fine jewelry brand Qeelin to launch a co-branding afternoon tea from 1 February to 31 March, 2022. Led by the iconic gourd shape of Qeelin jewelry and exploring contemporary aesthetic interpretations of traditional culture, the series of beautiful food and art offer guests a new sensory experience. Niccolo Chongqing is a sky hotel situated at the highly prized address of the city, becoming a prestigious destination for Captains of Industry and Leaders in Style around the world.



Niccolo Chongqing

The Qeelin brand is named by Qilin, an auspicious Chinese mythical animal and icon of love, Qeelin fuses unbridled creativity with excellence in craftsmanship. It brings a touch of playfulness and surprise into the world of fine jewelry. The hotel name of "Niccolo" was inspired by the legendary explorer and merchant Niccolo Polo (father of Marco Polo), who travelled around the world in the 13th century. Niccolo Chongqing combines the works of world-renowned designers and artists, exquisitely combining traditional and modern artwork to create a unique and exquisite place for guests to linger. Both of them have the same idea of giving the traditional symbol a new look with unique aesthetic point of view.



Qeelin Wulu Afternoon Tea

The afternoon tea theme for this co-branding is derived from the Qeelin brand's iconic Wulu collection and is meant to be a reimagining of the gourd shape, continuing its auspicious meaning in traditional Chinese culture. The gourd also means "happiness and fortune" and carries good wishes for the traditional Lunar New Year. The hotel's pastry chef, Johnny Xu, inspired by the classic element of gourd, used the red colour, which symbolizes auspiciousness and joy, to create a variety of exquisite desserts with rich taste. The Raspberry Religieuse decorated with gourds are elegant and dynamic, while Vanilla Victoria Beet Cubes are delicate and tasty. Paired with several unique savory desserts, they are the perfect choice for family and friends during the Chinese New Year.



Qeelin Wulu Afternoon Tea

On the occasion of the Chinese New Year, meet your friends and family at the top of the city, 300 meters above the ground, and enjoy a Qeelin Wulu afternoon tea

with elaborate desserts and classic coffee specialties, listen to beautiful music and enjoy the panoramic view from the windows, giving a bright vision and hope for the New Year.



Qeelin Wulu Jewelry Series

Qeelin Wulu Afternoon Tea is priced at RMB 358* for two people with classic coffee or tea, and RMB 888* for two glasses of Perrier-Jouët, Grand Brut Champing and Siberian Caviar with Condiments, served daily from 12 noon to 9pm at The Tea Lounge on level 62. The first ten guests to enjoy the co-branded afternoon tea each day will also be able to redeem a complimentary gift at the Qeelin store on the level 3 of IFS Chongqing with their brand invitation card.

More information is available at niccolochongqing.com or hotel official WeChat "Niccolo_Chongqing".

* All prices are in RMB and are subject to 10% service charge and any government taxes and value-added tax payable on the prices together with the service charge

End

About Qeelin

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

About Niccolo Chongqing

NEW ENCOUNTERS. TIMELESS PLEASURES.

The city's highest hotel offers a superb location in the heart of Jiangbeizui, Chongqing's dynamic new Central Business District and the city's most fashionable address. Ideally situated on levels 52 to 62 of Tower 1 Chongqing IFS, The Hotel offers the discerning traveller 252 elegant, luxurious guestrooms and suites with spectacular, unrivalled vistas of Chongqing and beyond that naturally shift as the day transitions from day into night. The three sky-high destination restaurants and bar on level 62, Niccolo Kitchen, The Tea Lounge and Bar 62 which bring together culture, gastronomy and breath-taking views to offer a variety of unique, sky-high destination dining experiences that are sure to delight the discerning palates of today's global travellers as well as the city's well-heeled locals. In addition, the hotel will include fitness centre Sky Gym, The Spa with five treatment rooms, and Sky Pool, a 20-metre swimming pool with panoramic views.

Niccolo Chongqing is set to become the city's desirable location for conferences, events, weddings and other celebrations. The hotel will offer outstanding event venues, including ten function rooms, the spacious Niccolo Ballroom with direct car access and outdoor event space The Courtyard on level 4, a stunning show-stopping, glass enclosed Conservatory on level 61.

Niccolo Chongqing is a member of the Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands, bringing together more than 35 brands with over 570 hotels in 85 countries.

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

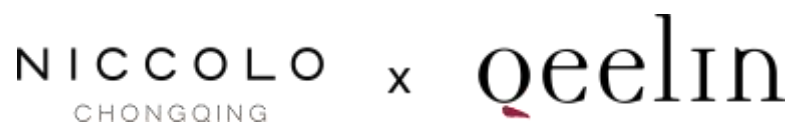
About DISCOVERY Loyalty

A memorable trip demands more than a comfortable stay. DISCOVERY, an award-winning global loyalty programme, provides 17 million members recognition and perks across over 570 hotels, resorts and palaces in 85 countries. Elite members have the opportunity to immerse themselves in local culture through Local Experiences, distinctive activities that capture an authentic taste of each destination. For more information, visit discoveryloyalty.com

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

* * *



For press enquiries and interview opportunities, please contact:

Fiona Liao
Assistant Director of Communications
Niccolo Chongqing
+86 23 6508 8888
fiona.liao@niccolohotels.com

Liu, Wenting
Van Den Trading (Shanghai) Co., LTD
+86 21 5510 7100
windy.liu@qeelin.com