

THE MURRAY

HONG KONG

A NICCOLO HOTEL

For immediate release

IMMERSE IN THE SCENTS OF CHRISTIAN LOUBOUTIN BEAUTY AT THE MURRAY

A sensational afternoon tea experience at Popinjays



High-resolution images are available at: <https://bit.ly/ChristianLouboutinAfternoonTea>

Hong Kong SAR, China, 27 July 2022 – A sophisticated urban sanctuary with a unique flair of contemporary chic, [The Murray, Hong Kong](#) presents an opulent afternoon tea feast at Popinjays in collaboration with Christian Louboutin Beauty to celebrate the launch of its latest addition to its Loubiworld fragrance collection, Loubimar Eau de Parfum Légère.

Recognized for its iconic red lacquered sole, Christian Louboutin extends its glamour to beauty and fragrance. The Loubiworld fragrance collection will take one on a whimsical adventure as each creation tells a dream or personal memory of the artist. In a tribute to the legend, rooftop bar and restaurant Popinjays branches out a bold and stylish afternoon tea buffet reminiscent of a Parisian patisserie to pamper guests with an enticing spread of cakes, pastries and savoury bites.

Welcoming diners are masterfully crafted cakes and sweet treats on display, mostly in different hues of red from glossy red to fascinating sheer pink to echo the brand's signature color palette. Cakes feasting your eyes and palates include the classic Red Velvet Cake, Cherry Blossom Cake boasting fruity notes from fresh cherries, the light and airy Strawberry Vanilla Cream Roll, and Ruby Chocolate and Lemon Vanilla Travel Cake. The luscious Chocolate Truffle Cake and Black Forest Chocolate Tart highlight the round and aromatic profile of the dark chocolate. Indulge in an array

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of sweet treats infused with summer fruity and floral notes including Raspberry Mandarin Verrine, White Peach Cheese Tart, Rose and Lemon Madeleine, French Macaron, Assorted Lamington and Tea Cookie.

The sensational experience continues with a line-up of refreshing savoury bites including Watermelon Tartare with Yuzu Ponzu, Mediterranean Anchovies and Piquillo Peppers Toast, Smoked Salmon Croissant with Herring Caviar and Lemon Ricotta, Pate en Croute with condiments, Iberico Ham Baguette with Tomato Jam, as well as Pastrami Tea Sandwich.

The afternoon tea is complemented by homemade raisin scones and chocolate scones, served with lemon vanilla clotted cream and black cherry jam.

Guests who enjoy the themed afternoon tea will receive a special gift set from Christian Louboutin with one 4ml Loubiworld fragrance, a mini Rouge Louboutin lipstick, and an exclusive voucher to enjoy a makeup consultation service with purchase offers at Christian Louboutin's boutiques. Gifts are available while stock lasts.

Venue: Popinjays, 26/F, The Murray, Hong Kong
Date: 25 July – 25 September 2022
Time: Monday – Friday: 3:30 p.m. to 5:30 p.m.
Saturday – Sunday: 4:30 p.m. to 6 p.m.
Price: HKD 428 per guest, inclusive of selected coffee and tea

Prices are subject to 10% service charge. For enquiries or reservations, please call +852 3141 8888 or email themurray@niccolohotels.com. Alternatively, book online at the [hotel website](#).

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About The Murray, Hong Kong, a Niccolo Hotel

Named a Five-Star Hotel by the prestigious Forbes Travel Guide, The Murray, Hong Kong, a Niccolo Hotel is a high-profile preservation project by British international studio for architecture and integrated design Foster + Partners. The hotel, part of Hong Kong SAR's Conserving Central initiative, was previously the stand-alone Murray Building, one of the city's most iconic landmarks. The US\$ 1 billion contemporary sanctuary features 336 oversized rooms and suites spanning 25 floors. Other facilities include a swimming pool and spa, a stunning rooftop bar with breath-taking views of the central business district and the green oasis of Hong Kong Park, a series of signature restaurants and bars, as well as creative meeting and event spaces. The Murray is also the first hotel in China and Hong Kong to be listed as "Sharecare VERIFIED® Health Security with Forbes Travel Guide" to recognise the hotel's health security achievement. The Murray 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 The Murray, Hong Kong are available at niccolohotels.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.

About GHA DISCOVERY

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.

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About The Leading Hotels of the World, Ltd. (Leading Hotels of the World)

Comprised of more than 400 hotels in over 80 countries, Leading Hotels is a collection of uncommon luxury hotels. Rooted in the locations in which they are found, members embody the very essence of their destination. Through varied styles of architecture and design and distinct cultural experiences enhanced by passionate people, the collection is for the curious traveler looking for their next discovery. Established in 1928 by several influential and forward-thinking European hoteliers, Leading Hotels has a nine-decade-long commitment to providing remarkable, authentic travel experiences. The company selects only hotels that meet its high standards for quality and distinctiveness, resulting in a curated portfolio of hotels united not by what makes them the same, but the details that make them different. Leaders Club is the company's exclusive tiered guest loyalty program, consisting of like-minded travelers seeking uncommon travel experiences. The program provides its members with personalised service and exclusive travel benefits to enhance their stays at any Leading Hotel around the world. For more information visit: www.lhw.com, Facebook at www.facebook.com/LeadingHotels, Twitter @LeadingHotels and Instagram @leadinghotelsoftheworld

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