



Press Release

For Immediate Release

'Tomorrow Lab' Fashion Afternoon Tea at COCO A Trendy Collaboration with HKTDC's CENTRESTAGE

20 August 2018, Hong Kong: Celebrating the 3rd edition of a successful event by Hong Kong Trade Development Council (HKTDC), **CENTRESTAGE**, which puts Asia's fashion into the spotlight this September, and a part of the "**Hong Kong in Fashion**" citywide campaign spreading the waves, The Mira Hong Kong proudly presents the future of fashion interpreted through couturier tidbits designed by Executive Pastry Chef Jean-Marc Gaucher displayed in a time-limited afternoon tea set available from **25 August until 30 September** at its stylish café-pâtisserie COCO.

In this glamorous collaboration to be inaugurated with a **dynamic "Mira, Mira Funk It Up!" fashion flash mob** showcasing emerging labels such as **LOOM LOOP, phenotypsetter, WINNIE WITT** (ladies) **and Harrison Wong, REDEMPTIVE and CARBALI** (gents) at the design-driven hotel lobby and the Mira Place shopping mall complex on **August 25 (3:30pm – 4pm)** the pastry team of The Mira Hong Kong sends their most creative hand-crafted desserts to the "foodie catwalk". The style-savvy sweets lovers who order the tea set on the opening day will also be able to enjoy a **complimentary touch-up by makeup artists** of an edgy Korean brand **PONY EFFECT** on site.

Executive Pastry Chef Jean-Marc Gaucher experiments with shapes and textures reinventing classics into new forms and matches colors in a playful manner as if a creative textile designer weaving fabrics, or a couturier looking into the future of ready-to-wear avant-garde fashion. Displayed on a 3-tiered tea stand resembling a handbag, **the sweets range** from a futuristic chocolate mille-feuilles with chocolate earl grey cream in a shape of woman's hat, to the deep purple-hued Ube sweet potato cupcake with coconut-pandan flavor cream, while presented in a glass lab flask is a delicate champagne & butterfly pea tea jelly with zesty lime caviar. Completing the collection is a peppermint Bavarian on chocolate genoise with bronze fizzy nuggets – a true gemstone 'broche' topped with a paper-thin, satin-smooth, lime-green chocolate cascade.

The savory tier of afternoon tea delights surprises on many levels too, featuring innovative veggie options such as crushed dried fruit and pistachio cream cheese grape balls, a bite-size version of a deconstructed caprese salad, and the mini beet and avocado burgers made with entirely plant-based IMPOSSIBLE® patties, setting the trend for sizzling gourmet indulgences with a lesser carbon footprint. The only "black sheep" in this line-up is the striking black ink squid rice roll with soy infused salmon roe.

Experimental finger foods were inspired with the trendy Pantone colours identified by the organisers and conceptualized to match **this season's theme of CENTRESTAGE** – "Tomorrow Lab" – which stands for glamorous, fashion-forward and edgy designs of the next decade to be witnessed at the HKCEC from 5 – 8 September, featuring

Spring/Summer (SS19) collections of top Asian designers for an international audience of trendsetters.

'Tomorrow Lab' Fashion Afternoon Tea Set at COCO is available daily from 25 Aug – 30 Sep, from 3pm – 6pm, at HK\$428 for 2 Guests and additional HK\$120 for a glass of champagne (subject to 10% service charge). Guests who enjoy the fashion-themed tea set throughout the promotion period (until 30 Sep) will be entitled to a complimentary 10-minute touch-up session at the PONY EFFECT pop-up counter at Mira Place 1 (valid until end of Oct).

'Tomorrow Lab' Fashion Afternoon Tea Menu

BAKED GOODIES & HOMEMADE PRESERVES

- Matcha Raisin Scone
- Clotted Cream
- Homemade Watermelon Jam

SWEET BITES

- Green Fizz (*Peppermint Bavarian on Chocolate Genoise and Bronze Fizzy Nuggets*)
- Bubbly (*Lime Caviar in Champagne Butterfly Pea Tea Jelly*)
- Deep Purple (*Ube Sweet Potato Cupcake and Coconut-Pandan Cream*)
- Eccentric (*Futuristic Chocolate Mille-feuilles, Chocolate Earl Grey Cream and Orange Confit*)

SAVORY DELIGHTS

- IMPOSSIBLE Beet Burgers with Avocado (V)
- Fresh Mozzarella with Tomato, Basil and Balsamic Pearls (V)
- Fruity Pistachio Cream Cheese Grape Balls (V)
- Ink Squid Rice Roll with Soy Marinated Salmon Roe

REFRESHMENTS:

Seasonal Special:

- Summer Fruity Mocktail

Spring Tea Selection

- Blueberry and Pomegranate
- Green Tea with Jasmine Flowers
- Pure Chamomile Flowers

COCO's Signature Coffee or Tea

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About CENTRESTAGE & Hong Kong in Fashion

Organised by the Hong Kong Trade Development Council (HKTDC) to consolidate Hong Kong's position as a fashion hub in Asia, CENTRESTAGE offers a platform for international, especially Asian, fashion brands and designers to launch and promote their designs.

To spread the vibes of CENTRESTAGE, the month-long Hong Kong in Fashion campaign is launched in mid-August. It features over 90 fashionable citywide events in collaboration with an array of partners including shopping malls, hotels, fashion boutiques, design institutes and associations as well as restaurants, welcoming fashionistas' participation throughout the city.

<http://www.centrestage.com.hk/>

About PONY EFFECT

Memebox is an American cosmetics company that houses three Korean makeup brands in Hong Kong, including I'm Meme, Pony Effect and Shine Easy Glam. PONY EFFECT is a young professional makeup brand that pushes the boundaries of makeup. It's edgy and has a touch of outrageousness that celebrates men and women who honour individuality and self-expression. With natural to bold artistic colors and finishes, PONY EFFECT has everything you need for the look you want to achieve.

About COCO

COCO, the stylish café-patisserie of The Mira Hong Kong, showcases designer cakes, freshly-baked pastries, custom-made cakes and artisan chocolates. Accompanying these couture-like creations are COCO's signature coffees-to-go, brewed to perfection. COCO's sleek, jewel box-like interiors are a unique design collaboration between Hong Kong interior designer Andrew Choy of Atelier C+ and US lifestyle guru Colin Cowie.

COCO, G/F Lobby, The Mira Hong Kong, Mira Place, 118 – 130 Nathan Road, Tsim Sha Tsui
Bookings: +852 2315 5666 or dining@themirahotel.com

About the Chef

Executive Pastry Chef Jean-Marc Gaucher formerly ran his own traditional French bakery in Nice. Following his apprenticeship and bakery business on the French Riviera, he honed his creative flair under internationally renowned pastry chef Didier Berlioz at 'La Panetiere' French fine dining restaurant in New York. In the past decade, he has established his reputation as an award-winning pastry chef at luxury hotels in Bangkok, Langkawi, Dubai and Macau. Over the past 8 years he has been overseeing the sweet part of The Mira Hong Kong's dining: from stunning centerpieces for banqueting & events to creating stylish cakes and chocolates concepts for his beloved COCO.

About The Mira Hong Kong

The Mira Hong Kong is a design-driven urban retreat with 492 boldly accented guest rooms, including a collection of 56 suites and specialty suites. Overlooking the lush Kowloon Park and centrally located in Tsim Sha Tsui, the heart of Hong Kong's commercial, shopping, dining and entertainment district, the hotel easily connects guests to all parts of the vibrant metropolis. The Mira Hong Kong is a member of the Design Hotels™ collective.
www.themirahotel.com



Experimental pastry design with stylish touches feature on COCO's latest afternoon tea set in a collaboration with Asia's new fashion spotlight – CENTRESTAGE by HKTDC
(right image courtesy: HKTDC)



Presented on a custom handbag-styled tea stand, the finger foods are an eclectic mix of stylish desserts and predominantly veggie savories introducing - for the first time at The Mira - the colorful IMPOSSIBLE™ mini burgers



Sleek interiors of the café-patisserie COCO resemble a jewelry atelier with desserts on display in marble and glass showcase



Green Fizz

(Peppermint Bavarian on Chocolate Genoise and Bronze Fizzy Nuggets)



Deep Purple

(Ube Sweet Potato Cupcake and Coconut-Pandan Cream)

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Hi-res images for download available at: http://bit.ly/COCO_Fashion_Tea_Set_PRESS

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