



FOR IMMEDIATE RELEASE

Inspired by the Curio Boxes, The House Collective Unveils Its Four Unique Mooncake Box Sets for Mid-Autumn Festival 2022



Hong Kong, June 2022 – **The House Collective** is delighted to unveil its 2022 mooncake box sets for Mid-Autumn Festival with four inspired designs that capture the spirit and personalities of each House. To develop this year's eco-friendly design concept, the brand collaborated with design studio EDITECTURE, a young and energetic team who shares the same passion for creativity and sustainability as The House Collective.

The mooncake box sets celebrate the happiness, harmony and unity of Mid-Autumn Festival. The design is inspired by curio boxes, a Chinese tradition dating back more than a hundred years. Nicknamed “the emperor’s toy chest”, these finely wrought treasure chests held a prized position in the imperial residence and were filled with precious antiques for the emperor’s delight. Likewise, this year’s The House Collective mooncake boxes are crafted with the utmost care and full of surprises to discover, just like each House.

Pushing creative boundaries with sustainability in mind, the EDITECTURE team’s finishing touch to the House’s mooncake box sets is a “jade” Ping An Kou amulet, made up of recycled material created using glass bottles and used uniforms from the Houses. The amulet pays homage to the traditional artefacts that families used to pass peace and safety down generations, in the same circular way that is central to sustainable development. Like the Ping



THE HOUSE
COLLECTIVE

An Kou, these mooncake gift boxes and their message of happiness, harmony and unity can be passed from one generation to the next. Once enjoyed, the mooncake box sets are perfect for upcycling as a treasure chest to store items or be displayed as a stylish accessory at home.

Inspired by each of the Houses' design, The Upper House box is swathed in subtle, earthy tones with gold details, which channels the tranquil haven and inspires the same timeless serenity. Sleek and modern, The Opposite House mooncake box set is a treasure chest of delicious revelations waiting to be uncovered and appreciated from every angle. The Temple House mooncake box set takes cues from Bitieshi, the beautifully restored Qing Dynasty building at the House's entrance, bringing together the past and present in Chengdu while The Middle House's jewel-toned box set is as much a work of art as the hand-picked pieces throughout the fashion-forward House.

Sweet aficionados can look forward to savouring a combination of flavours with both modern and traditional influences in a range of innovative mooncakes. Box sets for The Opposite House, The Temple House and The Middle House include four stunning flavours — **Maltitol White Lotus Seed Paste Mooncake**, with naturally sweet plant extract maltitol and mild lotus seed paste; **Parma Ham & Egg Yolk Mooncake**, an East-meets-West delight; **Flowing Lava Mooncake**, with a centre filled rich homemade custard; and a **Tieguanyin Osmanthus Plum Mooncake** containing both tea and Osmanthus flower to accentuate its fruity plum flavour.

Alongside a healthy twist on a classic is the **Maltitol Low Sugar Mini White Lotus Seed Paste with Yolk Mooncake**, The Upper House's selection of flavours includes the **Mini Earl Grey Tea Custard Mooncake**, a smooth sweet egg custard infused with Earl Grey tea; **Mini Assorted Nuts with Dried Figs Mooncake**, where sweet Turkish figs meet a delicious medley of dried dates, apricots, cashews, almonds and cranberries; and the popular **Mini Red Bean Paste with Mandarin Peel Mooncake**, combining the sweetness of red bean paste with a zesty mandarin orange peel.

The House Collective mooncake box sets are available exclusively through their respective Houses at The Opposite House in Beijing, The Temple House in Chengdu, and The Middle House in Shanghai for RMB488, as well as The Upper House in Hong Kong for HKD488. For The Upper House mooncake set, as part of their ongoing commitment to our local community partners, 10% of its profits from mooncake sales will be donated to Mother's Choice, a local charity serving the many children without families, and pregnant teenagers and young women in Hong Kong.

To discover more, visit: <https://www.thehousecollective.com/en/special-offers/the-house-collective-mooncake/>



THE HOUSE
COLLECTIVE



Sustainable "jade" Ping An Kou amulet,
made up of recycled materials



Eight mini mooncakes with four enticing
flavours in each box



The Upper House mooncake box set



The Middle House mooncake box set



The Temple House mooncake box set



The Opposite House mooncake box set



THE HOUSE
COLLECTIVE

About The House Collective

The House Collective by Swire Hotels is a group of refined, highly individual properties that defy comparison. The Opposite House in Beijing, The Upper House in Hong Kong, The Temple House in Chengdu and The Middle House in Shanghai are all uniquely imagined properties for seasoned travellers who seek a different, intimate and personalised experience in luxury travel. Each House is a sophisticated, singular piece of design, created by talented architects and designers, that reflect the unique qualities of their surroundings.

For more information, please contact:

Ms. Teresa Muk
Head of Brand & Strategic Marketing
Swire Hotels
Tel: +852 2844 8998
Email: teresamuk@swirehotels.com

Ms. Jaime Chua
Assistant Director of Marketing
Swire Hotels
Tel: +852 2844 4068
Email: jaimechua@swirehotels.com

Ms. Jessica Wang
Regional Director of Communications – China
The Middle House, Shanghai
Tel: +86 21 3216 8180
Email: jessicawang@swirehotels.com

Ms. Ami Tsou
Director of Communications & Marketing
The Opposite House, Beijing
Tel: +86 10 6410 5111
Email: amitsou@swirehotels.com

Ms. Stella Wang
Director of Communications
The Temple House, Chengdu
Tel: +86 28 6297 4064
Email: stellawang@swirehotels.com

Ms. Jacqueline Matthews
Head of Communications
The Upper House
Tel: +852 3968 1023
Email: jacquelinematthews@swirehotels.com