

la fête

Afternoon Teas



creating memories



CLIENT TESTIMONIAL

Working with Charlotte and Emily has been a true pleasure, we immediately connected and had the same vision about our partnership from the get-go.

The creativity and professionalism of La Fête team is second to none and it was so much fun to have these expressed through wonderful experiences we created together, which ended up being a great success and enjoyed by all our guests.

SOPHIE HANDLEY, MARKETING MANAGER, STARHOTELS UK

la fête

Afternoon Teas

INTRODUCTION

Delivering picture-perfect events

Being based in London means that we absolutely love our afternoon teas! But sometimes, the traditional offerings just aren't quite memorable enough, which is why we provide an afternoon tea service, creating everything from menu and décor styling to unique launch events. All of our afternoon teas are truly one-of-a-kind experiences, packed with Instagram-worthy details that will leave your guests speechless!

We are delighted to offer you a complimentary consultation at a London location of your choice, after which we are able to create a bespoke proposal. We are also happy to travel outside of London and internationally to meet you, but kindly note that this would incur an extra charge.

We can't wait to get started!



AS PART OF OUR SERVICE WE OFFER:

CONCEPT CREATION

- Choosing together a theme inspired by an artist, exhibition, film, piece of music, historical figure, event, etc.
- Developing the overall concept and aesthetic of the afternoon tea with a mood board
- Extensively researching the chosen theme and presenting key elements to be incorporated in the afternoon tea
- Working directly with your chefs to create the menu, especially from an interactivity and presentation perspective
- Sourcing all props, accessories, décor and additional suppliers, such as stationers or florists, for you to approve
- Ensuring the coherence of the afternoon tea experience through the aesthetics, flavours, décor and bespoke dish/beverage names

TIMELINE CREATION AND ORGANISATION

- Outlining all tasks and deadlines
- Dividing responsibilities and supporting you throughout
- Creation of detailed timeline and bespoke afternoon tea plan
- Preparation of alternative options and provisions for delays/unexpected events

ADMINISTRATION AND PAYMENTS

- Confirmation and management of all external suppliers
- Placing orders for all selected props/décor items
- Weekly update letters/emails
- Creating detailed guidelines for the afternoon tea

OPTIONAL - LAUNCH EVENT

- Organisation of an influencer launch event, with a minimum combined following of 1 million between 10-15 targeted influencers
- On site the entire launch day or from earliest access time
- Main point of contact for external suppliers, guests and yourself
- Supervising launch event setup and breakdown
- Sourcing additional suppliers, such as live illustrators
- Sourcing items for goodie bags

OPTIONAL - PHOTO AND VIDEO SHOOT

- Organising a styled shoot around the afternoon tea on the morning of the influencer launch event
- Sourcing models, hair & makeup artists, photographers and videographers
- Coordinating both the video and photography schedules
- Ensuring delivery of all imagery in web and social media formats and various lengths

OPTIONAL - PROMOTION

- Working hand in hand with your marketing team to create a short and long term strategy to promote the afternoon tea until its end date
- Inviting targeted leading journalists to experience the afternoon tea
- Creating dedicated hashtags and including them alongside Instagram handles on afternoon tea menus to facilitate sharing
- Running competitions through social media to win an afternoon tea booking, potentially alongside other relevant prizes

Pricing

*La Fête's fee for the creation of
a bespoke themed Afternoon Tea is
divided into three parts:*

CONCEPT CREATION & ADMINISTRATION*: £3,500

- Creation of the mood board
- Sourcing of table top elements, décor, practical items and external suppliers
- Working directly with the venue's marketing and chef teams
- Managing the project in conjunction with your team

CREDIT NOTE TO SPEND AT THE TEA: £1,500

- For La Fête to use to invite clients, suppliers, etc.
- This is also an amazing opportunity for the venue to gain new local customers

OPTIONAL - LAUNCH EVENT & PHOTO/VIDEO SHOOT: £4,500

- Planning, coordinating and managing on the day
- Photographer & Videographer for the day
- Two models for the shoot
- Entertainment/live illustration for the launch event
- La Fête's PR and social media team promoting the event in mainstream press and in real time on social media

(Please note that all prices listed are not inclusive of VAT)

*If three or more afternoon tea concepts are being concurrently created, a discounted price may be agreed on.





Thank you for your interest in La Fête's Afternoon Tea service!

Get in touch now to discover how we can make your
afternoon tea an out of this world event.

We can't wait to hear from you!

x Charlotte