

## TAJ UNVEILS ITS 'ENGLISH CLASSICS, REINVENTED' MARKETING CAMPAIGN AND LITERARY SERIES WITH A 150TH ANNIVERSARY LIMITED EDITION PRINT OF ALICE'S ADVENTURES IN WONDERLAND, AFTERNOON TEA AND THEMED PARTIES



### FOR IMMEDIATE RELEASE

Unveiling the first of its '**English Classics, Reinvented**' literary series, the Taj in London is giving a new lease of life to literary classics like Alice's Adventures in Wonderland, partnering with artists to create contemporary cover designs for a selection of limited edition prints of England's best loved tales.

*"Having launched the iconic Victorian townhouse hotel St. James' Court in Westminster as a Taj Hotel last year, we're delighted to celebrate the spirit of English Classics by unveiling our literary series with a bespoke 150<sup>th</sup> Anniversary Limited Edition of Lewis Carroll's iconic classic and a personal favourite 'Alice's Adventures in Wonderland'", says Siddhartha Butalia, Director of Marketing, Taj Hotels Resorts and Palaces in Europe. "The marketing campaign and literary series commissions contemporary artists to reimagine covers for our best loved classics and we are looking forward to celebrating Kipling's 150<sup>th</sup> birth anniversary with The Jungle Book in 2016."*

Digvijay Singh, General Manager of St. James' Court, A Taj Hotel and Taj 51 Buckingham Gate Suites and Residences in London, adds: *"It's a pleasure and a privilege to launch this literary series with an Alice's Adventures themed afternoon tea party in Wonderland at our restaurant, Kona, which offers an innovative interpretation of the colours, flavours and vibrancy of European cuisine. We're also proud to have hosted a series of events celebrating the anniversary of 'Alice's Adventures in Wonderland' and offering themed Christmas parties in Wonderland this festive season."*

East London based designer Ethan McClean re-designed the classic cover drawing inspiration from the start of Alice's adventures down the rabbit hole. The cover illustration captures Alice's journey from our world into Wonderland, where she falls into the abstract, reflected in an optical illusion which hypnotically pulls us into a strange new land.

The **Afternoon Tea in Wonderland** has been expertly crafted by Pastry Chef Nikhil Vyas, his latest creation following the celebrated '**24 Karat Gold Afternoon Tea**' and the '**Royal Afternoon Tea**' under the aegis of Executive Chef David Tilly. The eclectic menu of cakes and pastries is inspired by characters and quirks from Alice's Adventures in Wonderland, like 'Queen of Hearts' Mango Tarts, 'Drink Me' strawberry potion, 'Caterpillar's Mushroom' Raspberry Marshmallows, White Chocolate Mousse Teacups and Pocket Watch macaroons. Accompanying finger sandwiches include Alice English Cucumber and Cream Cheese on Beetroot Bread, Fish Footman Tuna Mayonnaise on White Bread and Lory Cornish Yarg and Tomato with Redcurrant Jelly.

Guests looking for a memento or an exclusive gift can also acquire their very own hardback copy of the 150<sup>th</sup> Anniversary celebration edition of Alice's Adventures in Wonderland at the hotel. A hidden Victorian gem in the heart of the capital, **St. James' Courtyard** is the perfect magical setting for themed events in Wonderland, with majestic turrets and a cherub-adorned fountain surrounded by a turn-of-the-century red brick frieze, depicting sylvan scenes from Shakespeare's plays.



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### **Notes to Editors:**

#### **Taj 51 Buckingham Gate Suites and Residences, London**

Taj 51 Buckingham Gate Suites and Residences offers authentic luxury experiences in a bespoke and personalised environment a gemstone's throw from Buckingham Palace. It comprises three Victorian townhouses - Kings, Minsters and Falconers, each distinctly designed and beautifully restored to their iconic heritage. The 85 luxurious suites and residences with butler service offer the space and exclusivity of a private home each with their own separate kitchen and living area. Taj 51 Buckingham Gate Suites and Residences reflects the universally acclaimed warmth and personalised service that the Taj is recognised for as one of the finest in the world. Treading the path from tradition to tomorrow, Taj 51 Buckingham Gate Suites and Residences redefines the meaning of luxury, creating a distinctive, customised and exclusive Taj experience. Make the most of complimentary wi-fi, the premier Golden Keys Concierge service, tailored treatments at the Wellness Centre and a host of on-site dining options including Kona, showcasing the colours, flavours and vibrancy of contemporary Europe. For more on Taj 51 Buckingham Gate, visit [www.taj51buckinghamgate.co.uk](http://www.taj51buckinghamgate.co.uk)

#### **St. James' Court, A Taj Hotel, London**

In a country that values understatement, St. James' Court is an English classic typifying the concealed charm of one of Britain's finest hotels. The custom of St. James' Court, A Taj Hotel is the distinctive choice for more than service with a smile. With a distinguished pedigree shaped over the centuries, this discreet Victorian masterpiece with its award-winning Shakespearean Courtyard is perfectly placed between Buckingham Palace and the Houses of Parliament in a historic enclave marking the centre of power. Crisp and elegant, with an easy charm that's reserved, yet attentive, we strive to make each visit more pleasurable and memorable. St. James' Court has 338 rooms and suites, offers complimentary wi-fi, premier Golden Keys Concierge service and an exceptional range of dining options with four restaurants and two bars and the luxury lifestyle boutique Taj Khazana. Exceeding the expectations of today's discerning traveller, St. James' Court is a slice of the past served up on a contemporary platter. For more on St. James' Court, A Taj Hotel, visit [www.stjamescourthotel.co.uk](http://www.stjamescourthotel.co.uk)

#### **Taj Hotels Resorts and Palaces**

Established in 1901, Taj Hotels Resorts and Palaces is one of Asia's largest and finest group of hotels, comprising over 130 hotels across the globe, including presence in the United Kingdom, India, North America, Africa, Middle East, Malaysia, Sri Lanka, Maldives and Bhutan. From world-renowned landmarks to modern business hotels, idyllic beach resorts to authentic Grand Palaces, each Taj hotel offers an unrivalled fusion of warm Indian hospitality, world-class service and modern luxury. For over a century, The Taj Mahal Palace, Mumbai, the iconic flagship has set a benchmark for fine living with exquisite refinement, inventiveness and warmth. Taj Hotels Resorts and Palaces is part of the Tata Group, a global enterprise headquartered in India. For more on the Taj Hotels Resorts and Palaces, visit [www.tajhotels.com](http://www.tajhotels.com)

#### **Media Contacts**

Michelle Whittemore, Account Director – [mwhittemore@prco.com](mailto:mwhittemore@prco.com)  
Sophia Davies, Senior Account Executive – [sdavies@prco.com](mailto:sdavies@prco.com)  
PRCo Ltd  
+44 20 7259 1100