

FASHIONABLE TO A TEA

A company steeped in tradition used fashionable direct mail to attract tea drinkers.

Tea doesn't go out of fashion. It has been enjoyed the world over for centuries and remains one of the most loved beverages on the planet. But its popularity means tea companies face steep competition to attract both new and established tea drinkers.

Global tea company Hälssen & Lyon, founded in 1879 and headquartered in Germany, added a twist to a custom that remains fashionable today. The company created the *Teabag Collection* – the first teabags that look and feel like designer handbags. Hälssen & Lyon collaborated with renowned fashion designer Ayzit Bostan to create five limited edition teabags in the style of iconic handbags. The selection was handcrafted with cordless silk and permeable cotton and designed to fit the personality of each brew. Packaged in a handmade box, the collection was first sent exclusively to long-standing customers via direct mail. The collection made its public premiere at Berlin Fashion Week, Germany's most important fashion event. The unveiling generated buzz among fashion lovers and bloggers. Visitors shared the *Teabag Collection* online with a wider audience, attracting significant brand attention.

The *Teabag Collection* helped Hälssen & Lyon acquire new customers and engage longtime clients by combining experiential marketing with direct mail that generated earned media. Sales increased significantly within a month of its release. Moreover, 35 per cent of existing customers made new orders and several new clients reached out to the company. Now, pass the biscuits, please!



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