

# EQUATORIAL

**PRESS RELEASE  
FOR IMMEDIATE DISTRIBUTION**

## **THE ART OF REUNION: EQUATORIAL HO CHI MINH CITY UNVEILS 2025 MID-AUTUMN COLLECTION**

**Ho Chi Minh City, Vietnam, 21 August 2025** – This Mid-Autumn Festival, Equatorial Ho Chi Minh City invites you to celebrate the cherished tradition of togetherness with its 2025 Premium Mooncake Collection. Embodying artisanal mastery and the timeless spirit of reunion, each mooncake is crafted to be more than a dessert—it's a gesture of love and connection.



### **A Symphony of Flavours and Feelings**

Some Mid-Autumn seasons pass by as a simple tradition. Others remain in our hearts – through the glow of the moon in memory, the warmth of shared laughter, or the lingering sweetness on the palate.

The Equatorial Ho Chi Minh City understands that a truly remarkable mooncake can be an invisible bond between people. Our new collection is a harmonious interplay of handcrafted artistry, the finest ingredients, and the essence of heartfelt togetherness.

Each mooncake is a creation of nature's finest offerings and human dedication: from lush green lotus seeds and perfectly cured golden salted egg yolks to silky tiramisu fillings and molten black sesame custard glistening like a full autumn moon. For those with a taste for the savoury, our Hong Kong-style prawn, Singapore chili crab, and roasted chicken with assorted nuts offer a sophisticated East-meets-West culinary experience.

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*"We see each mooncake as a wish for health and prosperity. A gift box is an emotional journey, where both giver and receiver share in the joy of connection."*

## A Gift Designed for Thoughtfulness

Gifting during Mid-Autumn is never merely an exchange of objects – it is a way of conveying gratitude, sharing joy, or preserving cherished relationships. This year's collection is curated not only in flavour but in its presentation – from the intricate box designs to the emotional resonance it evokes.

For intimate family gatherings, boxes such as Orchard Grace, Rustic Apricot, or Lunar Enchantment radiate warmth and familiarity. Their soft colour palettes, refined details, and classic flavours evoke the Mid-Autumns of yesteryear, where memories and the present moment meet under a glowing lantern light.



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For more formal occasions such as a gesture of appreciation to valued partners, colleagues, or distinguished clients – choices like Moonlit Serene, Landmark, or Mei offer understated elegance. Without being ostentatious, they strike a balance of refinement and modern grace, delivering respect in a dignified and tasteful manner.



The packaging itself is designed to be collectible, using eco-friendly materials and a blend of traditional Asian motifs with contemporary artistry – creating a gift to be savoured, admired, and kept as a beautiful memento.

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## Autumn Orchard – A Pause for the Senses



Beyond mooncakes, Equatorial Ho Chi Minh City invites guests into Autumn Orchard – an artistic installation curated as a miniature autumn garden. Here, colours, light, and aromas weave together into a multisensory experience. Guests can linger over a Mooncake & Tea Set priced from VND 480,000 net/set, selecting favourite flavours to pair with fragrant teas, in a setting designed for gentle, lasting memories.

Throughout the season, we will host additional activities such as traditional lantern-making workshops, artistic photo corners, and early bird mooncake promotions to add to the festive charm.



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## **Mid-Autumn – Felt and Shared, Not Just Seen**

In our bustling year, Mid-Autumn is one of the rare occasions to pause – to share a mooncake, a cup of tea, a knowing glance. Sometimes, that is all it takes to bridge distances and express affection in the most effortless way.

Equatorial Ho Chi Minh City warmly welcomes you to visit, savour, and bring home a mooncake gift box for someone dear. When a mooncake is made with sincerity, it becomes a bridge – between people, between past and present, between what we have and what we wish to preserve.

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### **Mid-Autumn Orders & Enquiries:**

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