



## **Vive Cake Boutique Brings Its Mesmerising Dessert to Central**

*Brand new boutique in heart of Central for cake and dessert lovers*

Local cake boutique VIVE, established in 2014 by Vivien Lau, will be opening its second store in Hong Kong after the success at its Lee Tung Avenue boutique. Known for its beautiful, feminine and unconventional desserts like the Uni-Cone cakes and bespoke sweet creations, VIVE will be bringing its unique sense of adorable pastel aesthetics to Central for cake and coffee lovers to enjoy.

### **New 450 sqft. pastel pink Instagram hot spot**

Located on Queen's Road Central, VIVE's new Central boutique will encompass 450 square-feet worth of chic and pink space. Officially opening on 31 January 2018, it will seat up to 18 diners. It is sure to be the next popular escape for influencers and girls alike, who are always looking for romantic decor as well as instagrammable treats.

VIVE's various delicacies include delicious patisseries, celebration cakes, confectioneries, as well as specialty coffee and beverages, all handmade with fresh and premium ingredients. Signature items include the Uni-cone cake topped with a ice-cream cone drizzled with pastel icing, Rose Penelope topped with a 3D diamond, Ever Green covered in fresh green apple spices and more. Dessert lovers can also treat themselves to cupcakes, ice cream macarons and cookies to go.

Tailor-made cakes are also available for order, with each detail designed to suit your special occasion. The boutique is also available for private events and parties, perfect for birthdays, graduations and proposals.

### **Brand new flavours and collection exclusive to the new store**

To celebrate the opening of the Central boutique, a brand new collection of cakes will be launched, namely the "Petite Collection". The collection includes an assortment of three petite cakes (0.5 lb. each) in the flavours of "Pastel Lovers", "Bee Happy!", and "Rose Penelope". The first two flavours are exclusive to the Central branch.

Topped with tasty handmade meringues, "Pastel Lovers" is filled with strawberry candy juice, chocolate sponge and chocolate crunch inside, making a deluxe treat for strawberry and chocolate lovers.

“Bee Happy!” is a sweet and healthy creation made from Manuka Honey, Butterfly Pea Flower and vanilla sponge cake - perfect for ladies who are looking for a treat that satisfies both their sweet tooth and wellness needs.

### **About the founder**

Founder and Creative Director Vivien Lau, established Vive Cake Boutique in 2014 with a vision to design, create unconventional desserts, and eat with style. From cake creation, styling to photography, the brand portrays a soft and feminine aesthetic which has been much loved by a growing number of audience.

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For press enquiries, tastings, founder interview and/or hi-res images:

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### **Vive Cake Boutique**

#### *Central Shop*

Address: Shop 3, 1/F, H Queen's, 80 Queens Road Central, Central, Hong Kong

Hours of Operation:

Mon to Fri 8:00am- 8:00pm; Sat, Sun & Public Holidays 10:00am-8:00pm

Phone: 9602 2869

#### *Wan Chai Shop*

Address: Basement Shop B05-B06, Lee Tung Avenue, 200 Queen's Road East, Wan Chai, Hong Kong

Hours of Operation: Mon to Sun & Public Holidays 11:00am -8:00pm

Phone: 5111 4895

Website: <http://www.vive.hk>

Facebook: <https://www.facebook.com/vivecakeboutique>

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