

**Tyson:
Tell You
Something New**

The Ultimate Brand Book

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- Wireframes & Website

Our team



Yurino

- Project lead
- Creative Manager
- Graphic Designer



Sonya

- UI/UX Designer
- Content Writer



Nancy

- Social media Manager
- Graphic Designer



Timmy

- UI/UX Designer
- Developer

About US

TYSN is a design agency company that helps local businesses in Vancouver to get noticed. TYSN came from our group members' first letters, meaning Tell You Something New. We assist businesses in bringing their unique visions to life. When working with TYSN, we help with graphic designing to UI/UX. We are experts in what we do and only want our partners to have the best from us.

"Bringing Your Vision to Life,
One Design at a Time"



About the event

Celestial Tea Ceremony

Stardust Tea Lounge announced their April 2025 exclusive event: Celestial Tea Ceremony.

We partnered up with Japanese wagashi artisans to deliver high-quality desserts.

The teas selected at the Celestial Tea Ceremony are perfect matches with wagashis.

The artisans designed and crafted treats based on zodiacs.

We guarantee you to have the most extraordinary moment in your lifetime.



Details

TITLE: Celestial Tea Ceremony

SLOGAN: Tasting Stars Through Classic Tea

LOCATION: Stardust Tea Lounge

TIME: 13th, April , 2025

TOPICS: Tea testing event

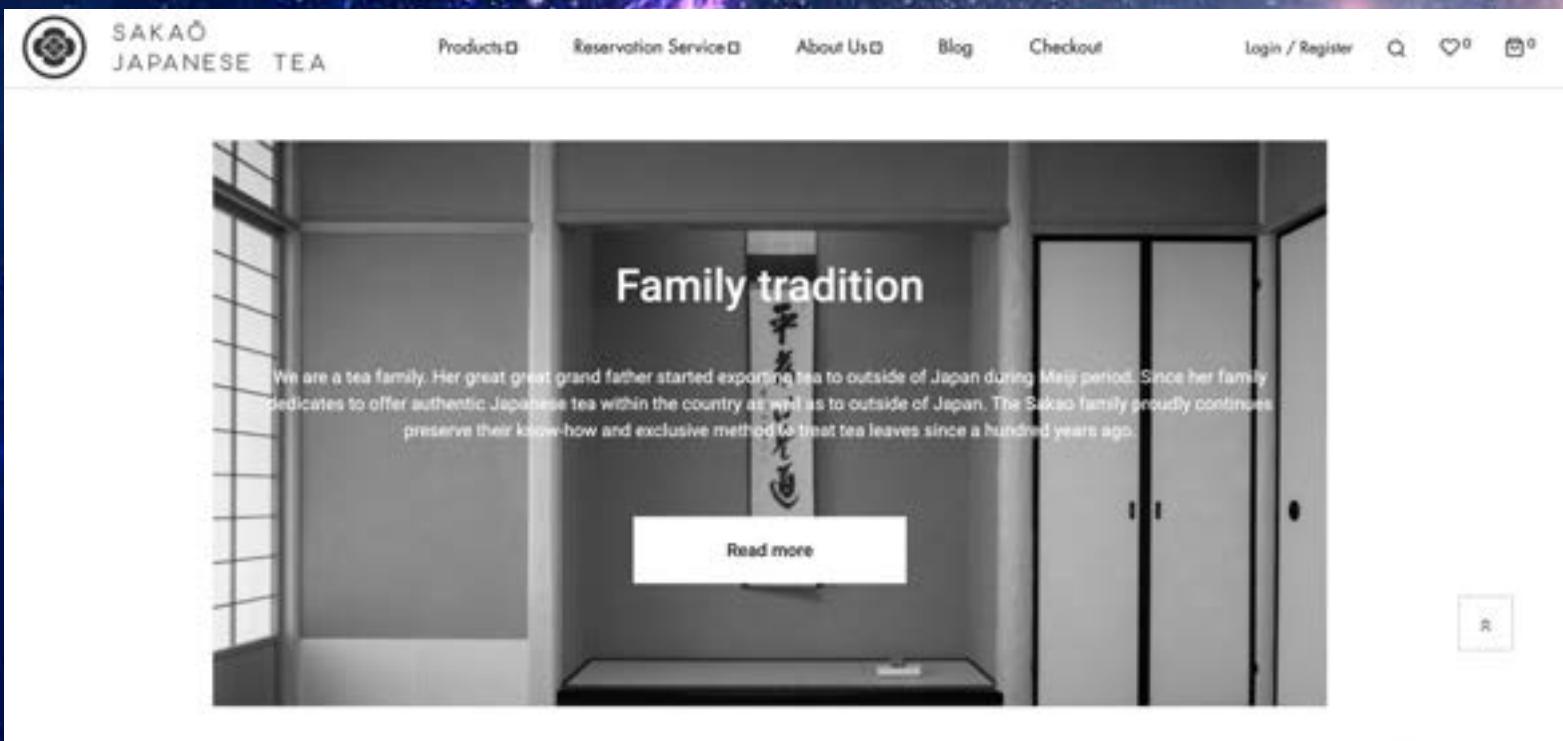
TICKETS: \$35 per person, includes one sweet set + all-you-can-drink of selected tea in 2 hours

SOCIAL MEDIA: Instagram and X



Competitive Analysis

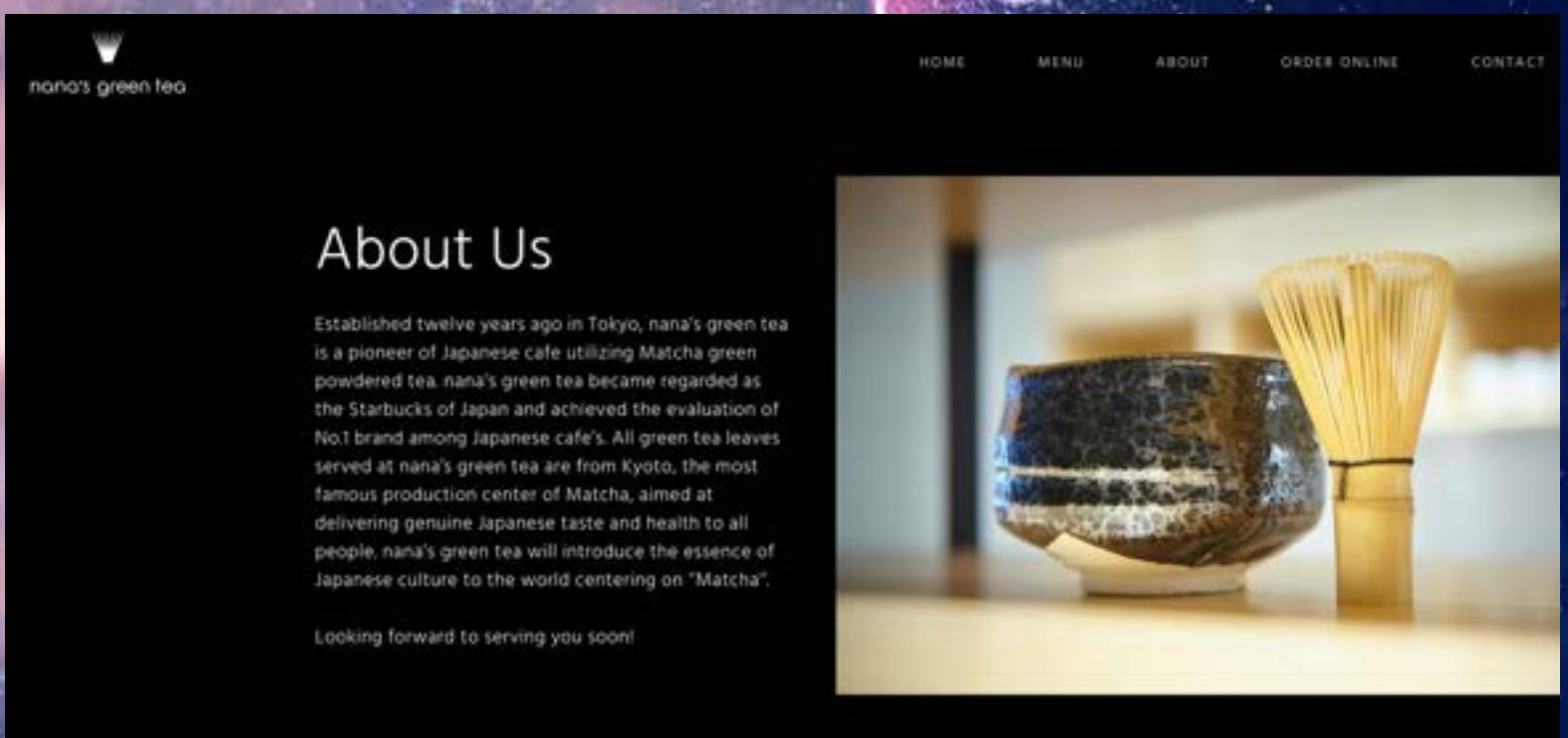
Sakao Japanese Tea – Boutique & Atelier



The screenshot shows a dark-themed website for Sakao Japanese Tea. At the top, there's a navigation bar with links for Products, Reservation Service, About Us, Blog, Checkout, Login / Register, and a search icon. Below the navigation is a large image of a tea room with sliding doors. Overlaid on the image is a box containing the text "Family tradition". The text describes the company's history as a tea family originating from the Meiji period, focusing on authentic Japanese tea. A "Read more" button is at the bottom of the box.

- **Specialty:**
 - Focuses on high-quality, authentic Japanese teas sourced directly from family-run farms in Japan.
- **Unique Selling Proposition (USP):**
 - Offers intimate, traditional Japanese tea ceremonies and matcha workshops
 - providing an educational and cultural experience for tea enthusiasts

Nana's Green Tea



The screenshot shows a dark-themed website for nana's green tea. At the top, there's a navigation bar with links for HOME, MENU, ABOUT, ORDER ONLINE, and CONTACT. Below the navigation is a header with the brand name "nana's green tea". The main content area features a heading "About Us" followed by a detailed paragraph about the company's history. It mentions that the brand was established twelve years ago in Tokyo, became a pioneer of Japanese cafés utilizing Matcha green powdered tea, and achieved the evaluation of No.1 brand among Japanese cafés. The paragraph highlights that all green tea leaves served are from Kyoto, the most famous production center of Matcha, and aims to deliver genuine Japanese taste and health to all people. A "Looking forward to serving you soon!" message is at the bottom. To the right of the text is a photograph of a traditional Matcha bowl and a whisk.

- **Specialty:**
 - Modern Japanese café specializing in matcha-based beverages and desserts.
- **Unique Selling Proposition (USP):**
 - Combines traditional matcha flavors with contemporary café culture, offering varieties of matcha drinks and Japanese-inspired meals in a stylish setting.

**Background,
Goals
&
Approach**

Background:

Stardust Tea Lounge is a cafe that specializes in Japanese tea. We also are the best at crafting traditional Japanese-inspired sweets. Whether conventional or modern tea, we are the best at doing so. Stardust Tea Lounge is a Vancouver-based shop. We build our cafe with class and elegance, aiming to become the best retro cafe in Vancouver.



Goals

TYSN aims to assist Stardust Coffee Lounge in gaining attraction and increasing traffic.
We hope the Celestial Tea Ceremony can spread the beauty of Japan with tea and wagashi.
We intend to raise the cafe's connection to the community through the event.

01 Increase Attraction and Traffic

Collaborate with TYSN to enhance Stardust Coffee Lounge's visibility and draw more customers.

02 Promote Japanese Culture

Spread the beauty of Japan through tea and wagashi, providing an authentic cultural experience.

03 Strengthen Community Connection:

Foster a stronger bond between Stardust Coffee Lounge and the local community by hosting engaging and culturally enriching events.

Approach

Through these approaches, we can achieve our goals:

Increase Attraction and Traffic

01

- Track how many tickets were sold daily to gauge customer sales (The website includes the function of purchasing the ticket)

Promote Japanese Culture

02

- Offer a website page about the history of the Stardust tea lounge
 - e.g: the significance of the Japanese tea and dessert details.
- Reassure audiences that all of our ingredients are made in Japan.

Strengthen Community Connection:

03

- People can connect/chat at the event and meet new people.
- Collaborate with cultural organizations to bring diverse groups together.
- Focus on social media channels marketing to create a community.

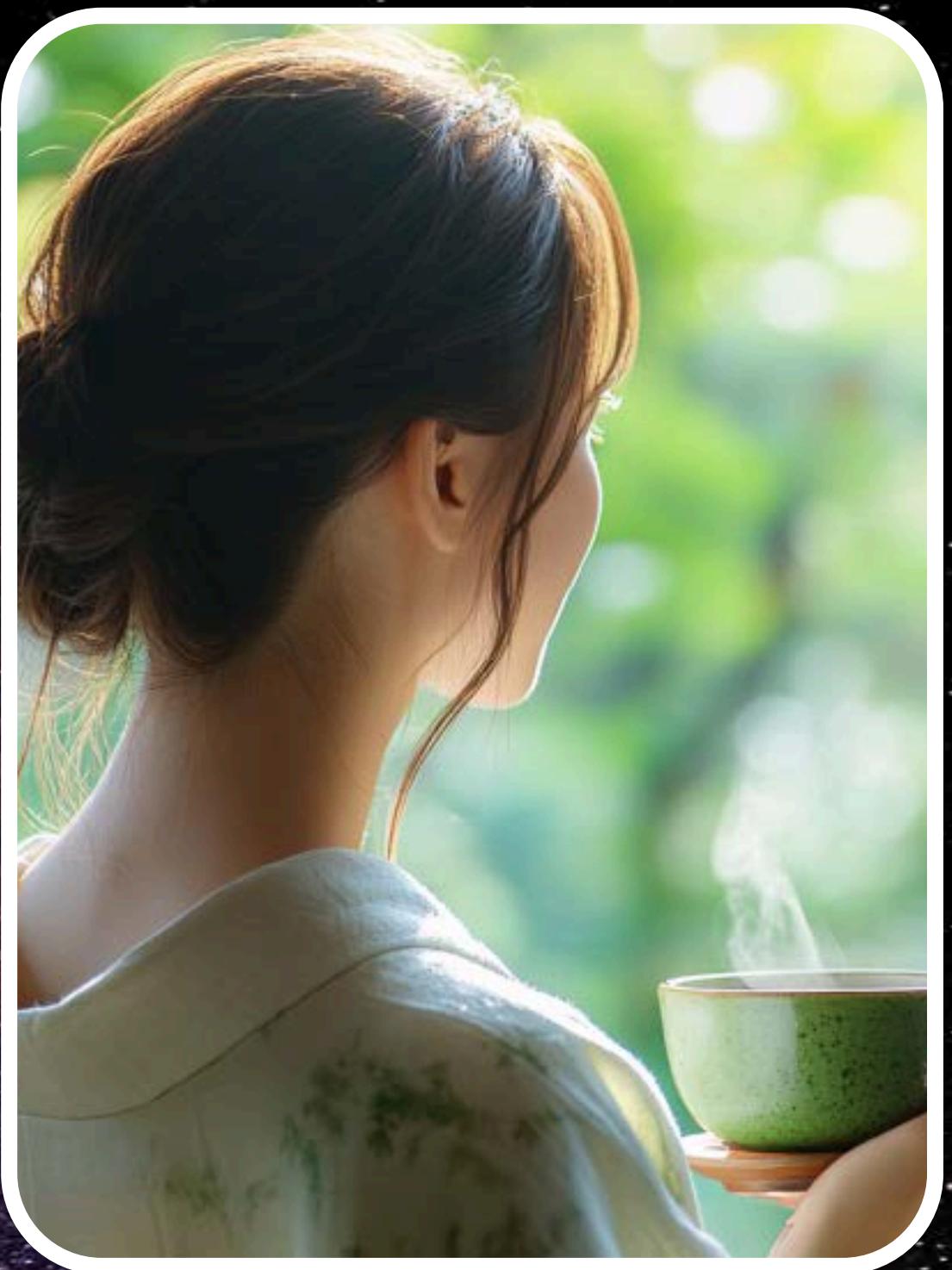


Target Audience & Personas

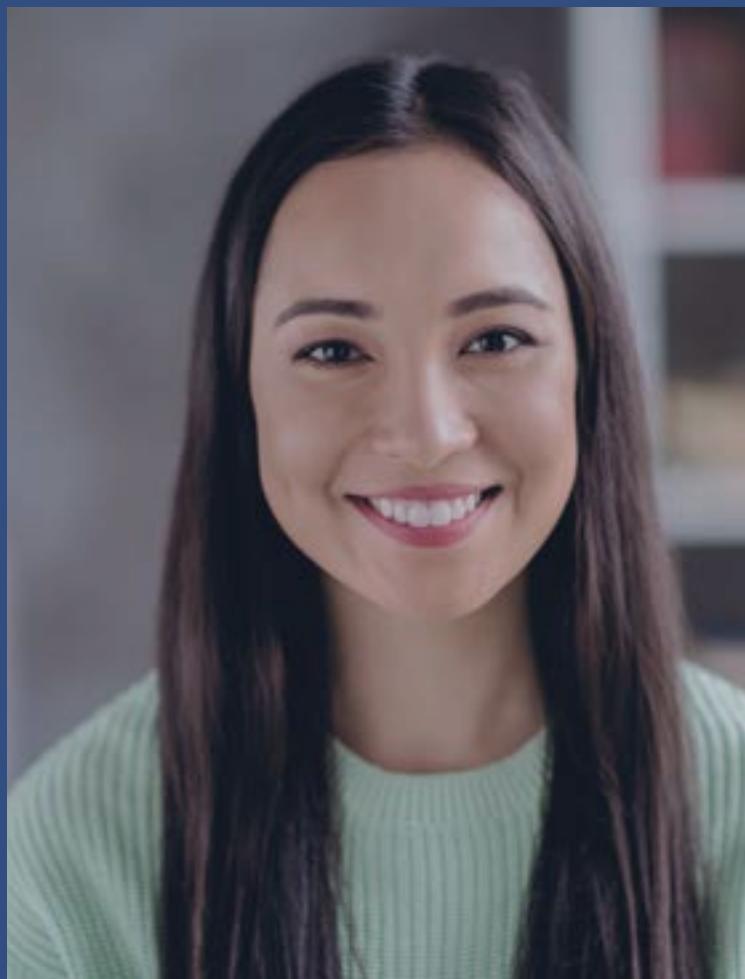
Target audience

Age 25-40 (millenniums)

- Business Professionals:
 - Individuals working in corporate settings looking for a unique and sophisticated catering service for their business events.
- Event Planners:
 - Professionals who organize events and search for high-quality, distinctive catering options to impress their clients and attendees.
- Tea and Dessert Enthusiasts:
 - People keenly interested in tea culture and gourmet desserts, particularly those who appreciate Japanese traditions.
- Vancouver Residents and Tourists:
 - Locals and visitors who cafe hop for unique and elegant dining experiences.



Persona #1



Name: Emily Chen

Age: 34

Occupation: Corporate Event Planner

Location: Vancouver, BC

Education: Bachelor's degree in Marketing

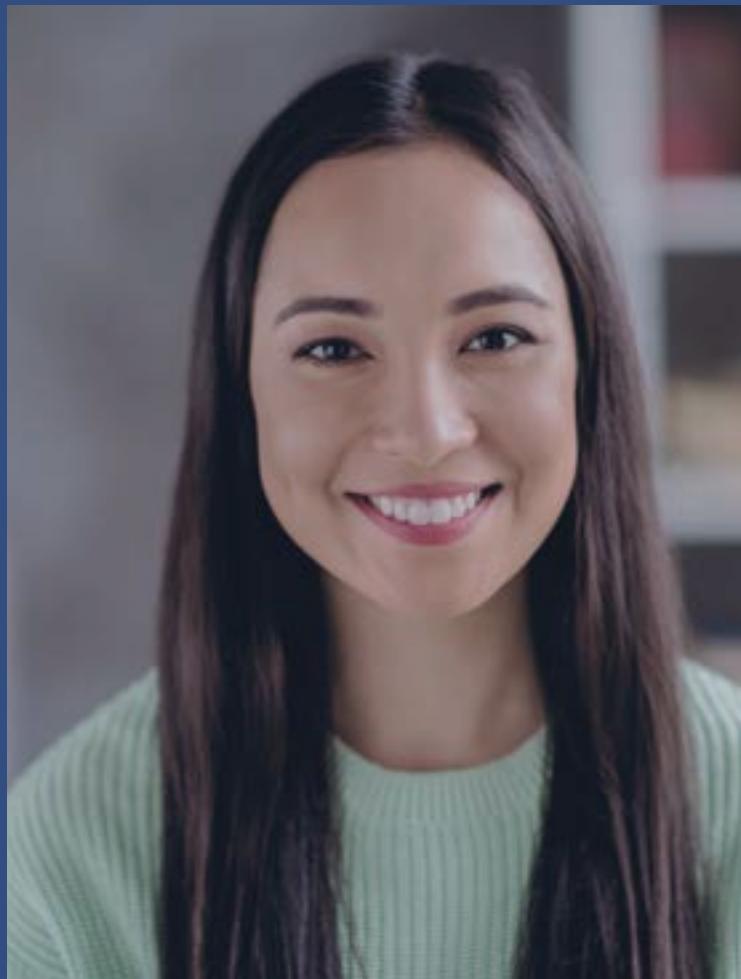
Marital Status: Married

Hobbies: Tea tasting, travelling, attending cultural events, yoga

Background:

Emily has been an event planner for a leading marketing firm in Vancouver for the past seven years. She is known for her attention to detail and her ability to organize memorable corporate events. Emily is passionate about tea and often spends her weekends exploring different tea houses around the city. She values cultural experiences and is always on the lookout for unique elements to incorporate into her events.

Persona #1



Goals:

- To find a unique and sophisticated catering service for corporate events that can impress her clients.
- To incorporate cultural elements into her events to create memorable experiences.
- To stay updated on the latest trends in event planning and catering.

Challenges:

- Finding catering services that offer both quality and a unique experience.
- Meeting the high expectations of her clients and attendees.
- Balancing her busy work schedule with her interests and hobbies.

interests:

- Japanese tea culture and gourmet desserts.
- Exploring new cafes and restaurants.
- Attending cultural events and ceremonies.
- Keeping up with the latest trends in event planning.

Persona #2



Name: Lisa Chan

Age: 32

Occupation: Travel Blogger **Location:** Vancouver, BC

Education: Bachelor's degree in Journalism

Marital Status: Single

Hobbies: Hiking, photography, trying new restaurants

Background:

Lisa lives in Vancouver and frequently explores the city for unique dining experiences. She writes a travel blog focused on uncovering hidden gems and local favorites, attracting local readers and tourists with her recommendations.

Persona #2



Goals:

- To discover and share unique and elegant dining experiences in Vancouver.
- To provide her readers with authentic and memorable experiences.
- To support local businesses by featuring them on her blog.

Challenges:

- It is finding new and unique spots that haven't been widely covered yet.
- Ensuring her recommendations meet her readers' high expectations.
- She is balancing her blogging activities with her explorations

Interests:

- Exploring cafes and dining spots.
- Writing and sharing her experiences.
- Connecting with local business owners and fellow explorers.

Persona #3



Name: David Martinez

Age: 39

Occupation: University Professor

Location: Vancouver, BC

Education: PhD in Cultural Studies

Marital Status: Married

Hobbies: Reading, attending cultural festivals, playing the guitar

Background:

David is deeply interested in experiencing and learning about different cultures, with a particular fascination with Japanese culture. He enjoys attending cultural events and trying new experiences. He often incorporates his knowledge into his lectures.

Persona #3



Goals:

- To immerse himself in authentic cultural experiences.
- To expand his knowledge and appreciation of Japanese culture.
- To find local spots that offer genuine cultural experiences.

Challenges:

- Limited availability of authentic cultural experiences in his area.
- Balancing his cultural interests with his professional responsibilities.
- Finding like-minded individuals to share his cultural explorations with.

Interests:

- Japanese history, art, and traditions.
- Cultural festivals and events.
- Trying authentic cultural foods and drinks.

Campaign Schedule

Launch Plans of Campaign Materials

**Event Promotion
&
Marketing:
Part I**

Jan 6th -
31st

01

Milestone

- Launch marketing campaigns (website, social media ad and poster)

**Event Promotion
&
Marketing
Part II**

Feb 3rd -
28th

02

Milestone

- Launch marketing campaigns (website, social media ad and poster)

Event Setup

Mar 3rd -
Apr 11th

03

Milestone

- Preparation Venue:**
- Decoration
 - Setup all the art works (posters, survey form)
 - Test electronic device on ticket

**Event
Celestial Tea
Ceremony.**

April 13th,
2025

04

Milestone

- Event starts today

Design Process, moodboard & Style Guide

Design Process

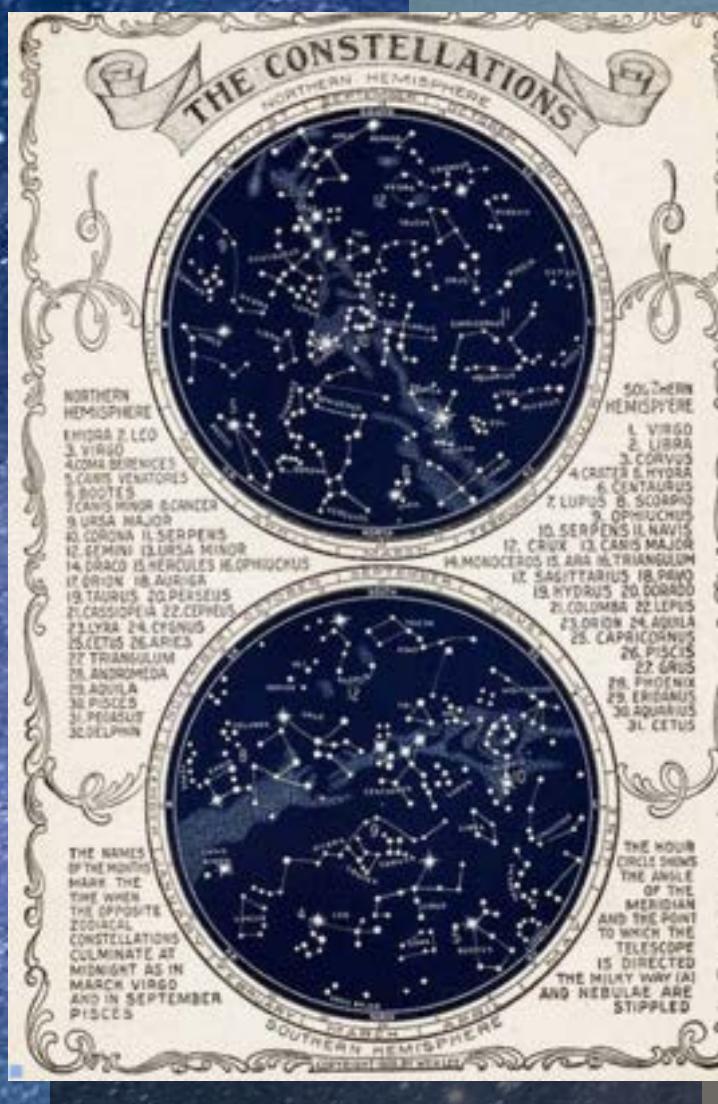
Concept Development

- Styleguide
- Logo inspiration
- Ticket Concept
- Social Media Ad Concept
- Poster Concept
- Wireframe

Final designs

- Logo
- Social Media Ad
- Posters
- High-fidelity website
- Mockup

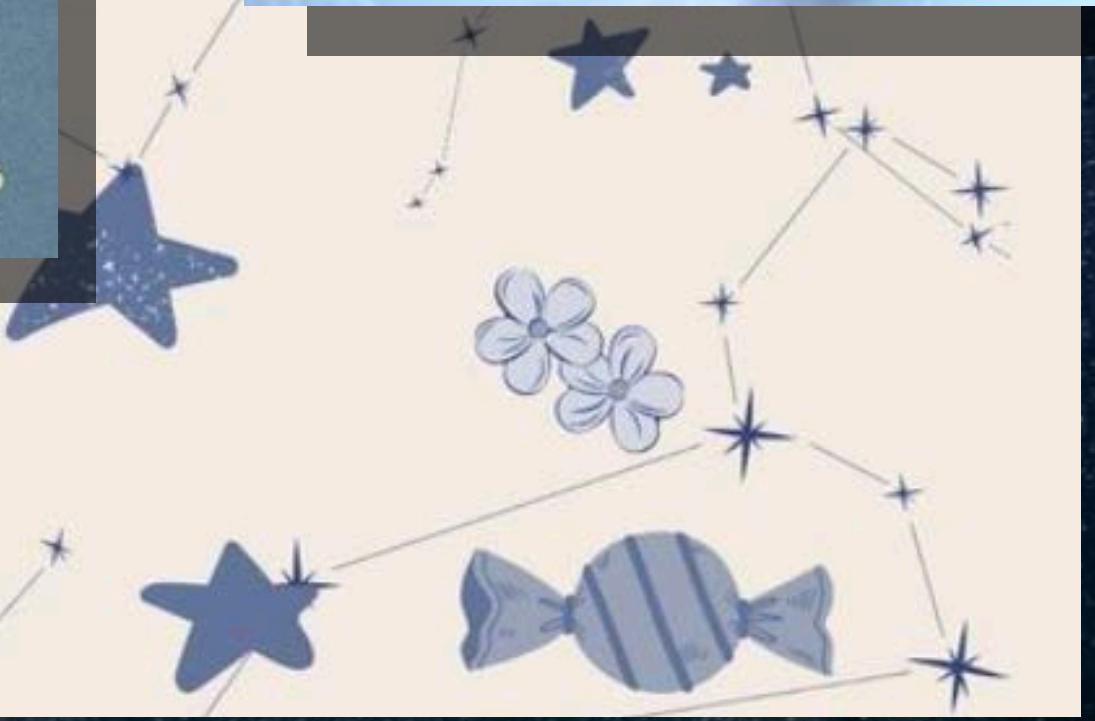
moodboard



You're made out of
Stardust...



...Can you see now,
how beautiful you are?



Style Guide

Typography

This is a sample text of Garamond -50px

This is a sample text of Garamond -40px

This is a sample text of raleway- 20px

This is a sample text of raleway- 20px

This is a sample text of raleway- 16px

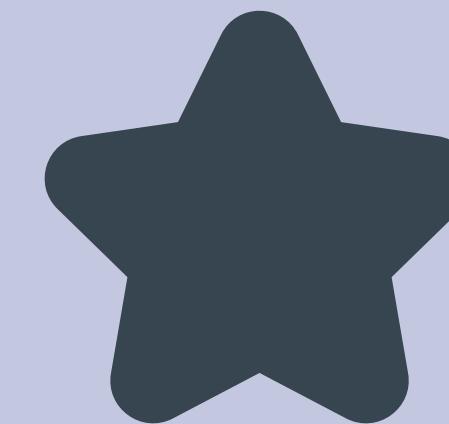
Header: Adobe Garamond

Body:Raleway

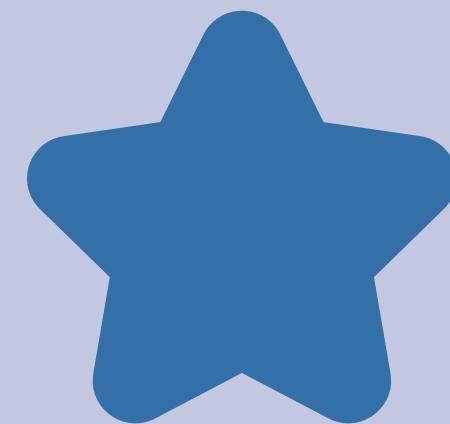
Color Palette



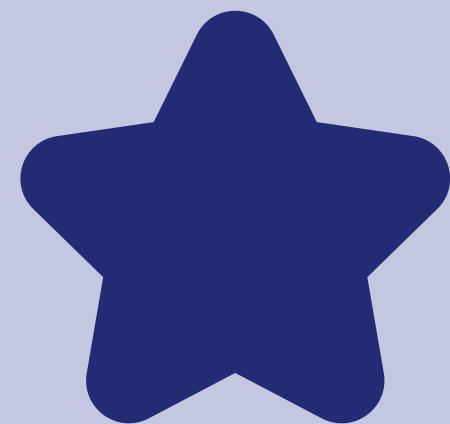
#f9f9f9



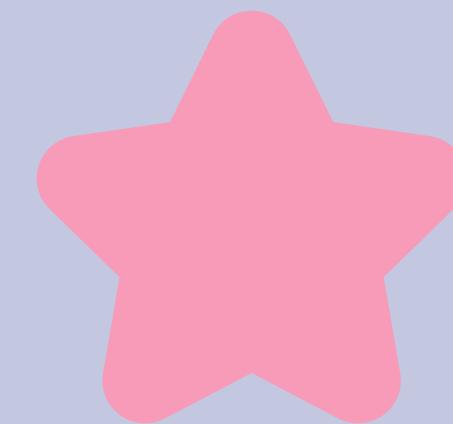
#36454F



#3370A8



#242B75



#F79BB9



LOGO & Variations

Logo

Primary:

Celestial
Tea
Ceremony

Black ver.:

Celestial
Tea
Ceremony

White ver.:

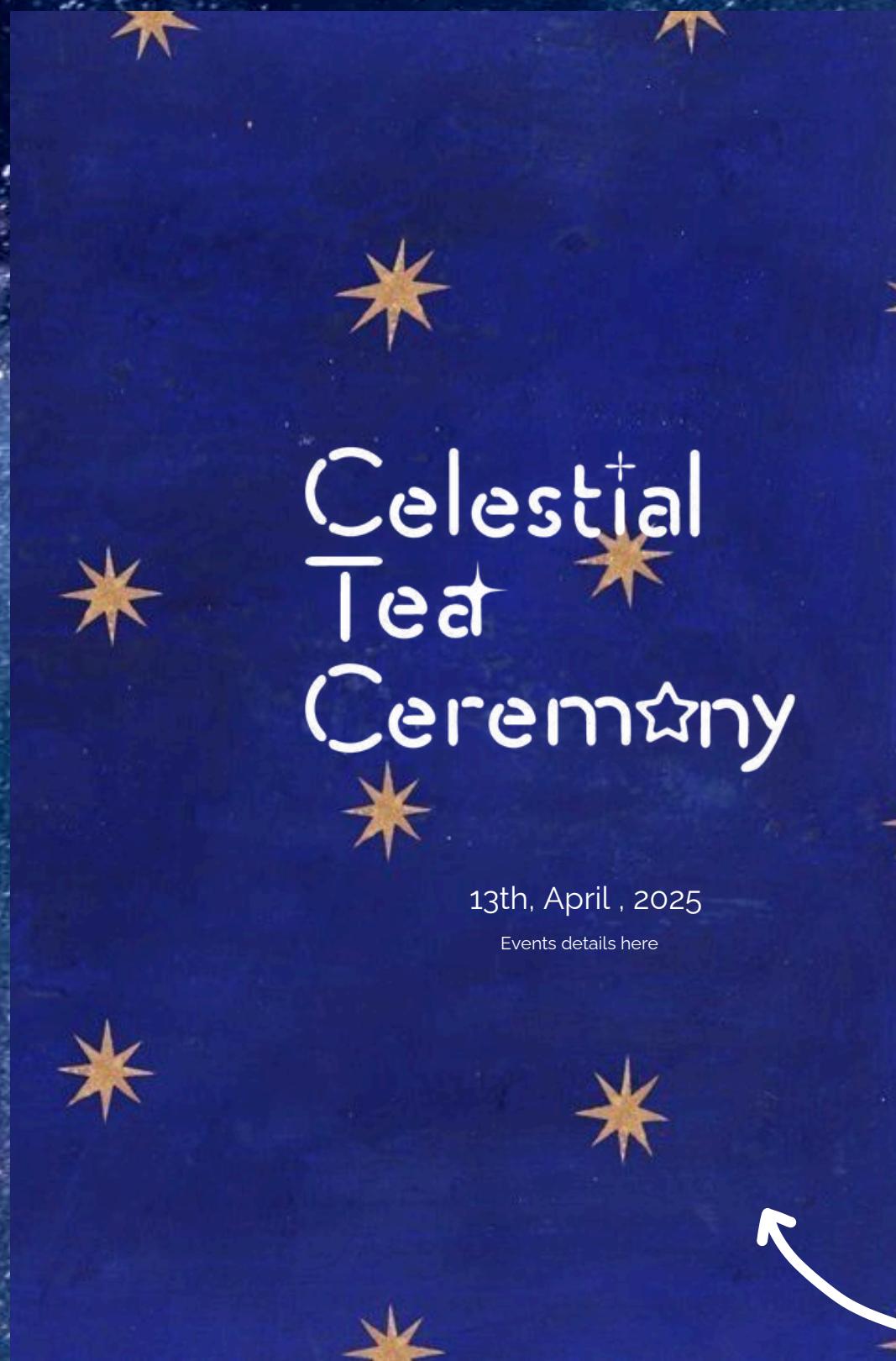
Celestial
Tea
Ceremony

Social Media Icon:



**Event Posters
&
Tickets/QR Code**

Concept #1



The concept is having Wagashi, a type of traditional Japanese sweets, falling from the sky. Wagashis will be replacing the stars in the sample poster on the left.

Wagashi example:



There will also be a QR code that directs users to the event website to purchase tickets.

Concept #2



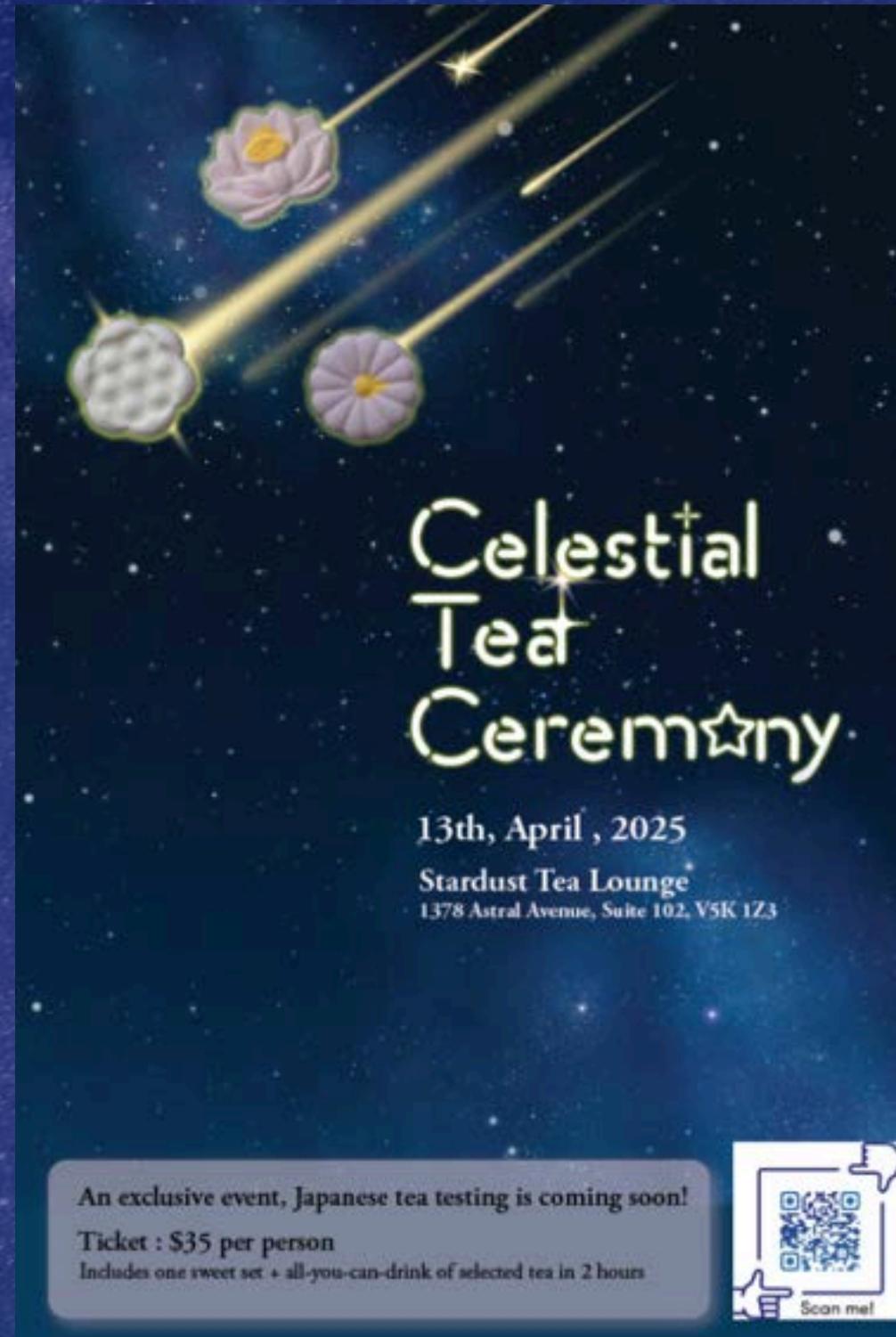
The second concept is having the event's slogan and wagashi being the center, and the event name on the bottom right of the poster.

We kept the design simple, highlighting the wagashi as the main focus. The slogan and event name are placed thoughtfully to create a clear visual hierarchy.

There will also be a QR code that directs users to the event website to purchase tickets.

Final Designs

Concept #1



Concept #2



Ticket Concept



The ticket design is inspired by omamori (おまもり), a Japanese good luck charm that protects against bad luck or misfortune. There are different types of omamori for various life events, like passing a test or getting married. These charms come in different shapes, sizes, and prices, which vary depending on their purpose.

Purpose:

- To create a digital ticket for the Celestial Tea Ceremony that enhances the user experience.**

Focus:

- Aesthetic appeal, functionality, and seamless mobile usability.**

Ticket mockups



(the QR codes will not take you anywhere as they do not work!)

**website
wireframes
&
mockups**

Home Page Wireframes

The wireframe shows a dark blue header with the "Celestial Tea Ceremony" logo. Below the header is a large circular graphic containing a white camera icon. The main content area features a section titled "Event Detail" with a sub-section "Event Planner". A "Get started" button is located on the left side of the main content area. At the bottom, there is a "Event Detail" section with a paragraph of placeholder text and four circular icons representing different tea-related topics.

Celestial Tea Ceremony

Stardust Coffee Lounge is a cafe that specializes in Japanese tea. We also are the best at crafting traditional Japanese-inspired sweets. Whether it's traditional or modern tea, we are the best at doing so. Stardust Coffee

Get started

Event Detail

Stardust Coffee Lounge announced their August exclusive event: Celestial Tea Ceremony. We partnered up with Japanese wagashi artisans to deliver high-quality teas selected at the Celestial Tea Ceremony are perfect matches with wagashi. The artisans designed and crafted treats based on classics. We guarantee you to have the most extraordinary moment in your lifetime.

Introduction to Japanese Tea Culture

The Art of Tea Preparation

Wagashi Traditional Japanese Desserts

Pairing Tea with Wagashi

All You Can Drink With A Sweet Set \$25 per person Buy Tickets

The wireframe shows a "VIDEO" section with a play button icon. Below it is a grid of four cards, each featuring a camera icon. The first card is labeled "toka", the second "tsukimi", the third "sansui", and the fourth "tsyukusa". The "tsukimi" card is expanded to show a detailed view with placeholder text for "Iwate Tea and Desserts", "Elegance And Taste", and "Dessert".

VIDEO

Iwate Tea and Desserts

Elegance And Taste

Dessert

toka

tsukimi

sansui

tsyukusa

Home Page Wireframes

Discover Serenity

We want our visitors to learn more about Japanese culture through tea ceremonies. Their main purpose is for guests to enjoy the hospitality of the host. The atmosphere is usually distinct from the fast pace of everyday life. Stardust Tea Lounge hopes to bring out the inner peace of those who feel stressed.

Join Us

The Celestial Tea Ceremony is set for August 18, 2025. The reason is to celebrate the full Moon, which will be a prominent feature in the night sky. Visitors may enjoy the full Moon along with Stardust Tea Lounge. We hope everyone will love the astronomical sensation with the traditional tea ceremony.

News

How to pair different teas with various wagash
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod

Tasting sessions to experience the harmony
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod

What people can learn during the tea ceremony
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit

Subscribe

Stardust Coffee Lounge

Event Detail

Stardust Tea lounge

Contact Us

Event Planner

About TYSN

Event Detail

LOREM IPSUM DOLOR SIT AMET

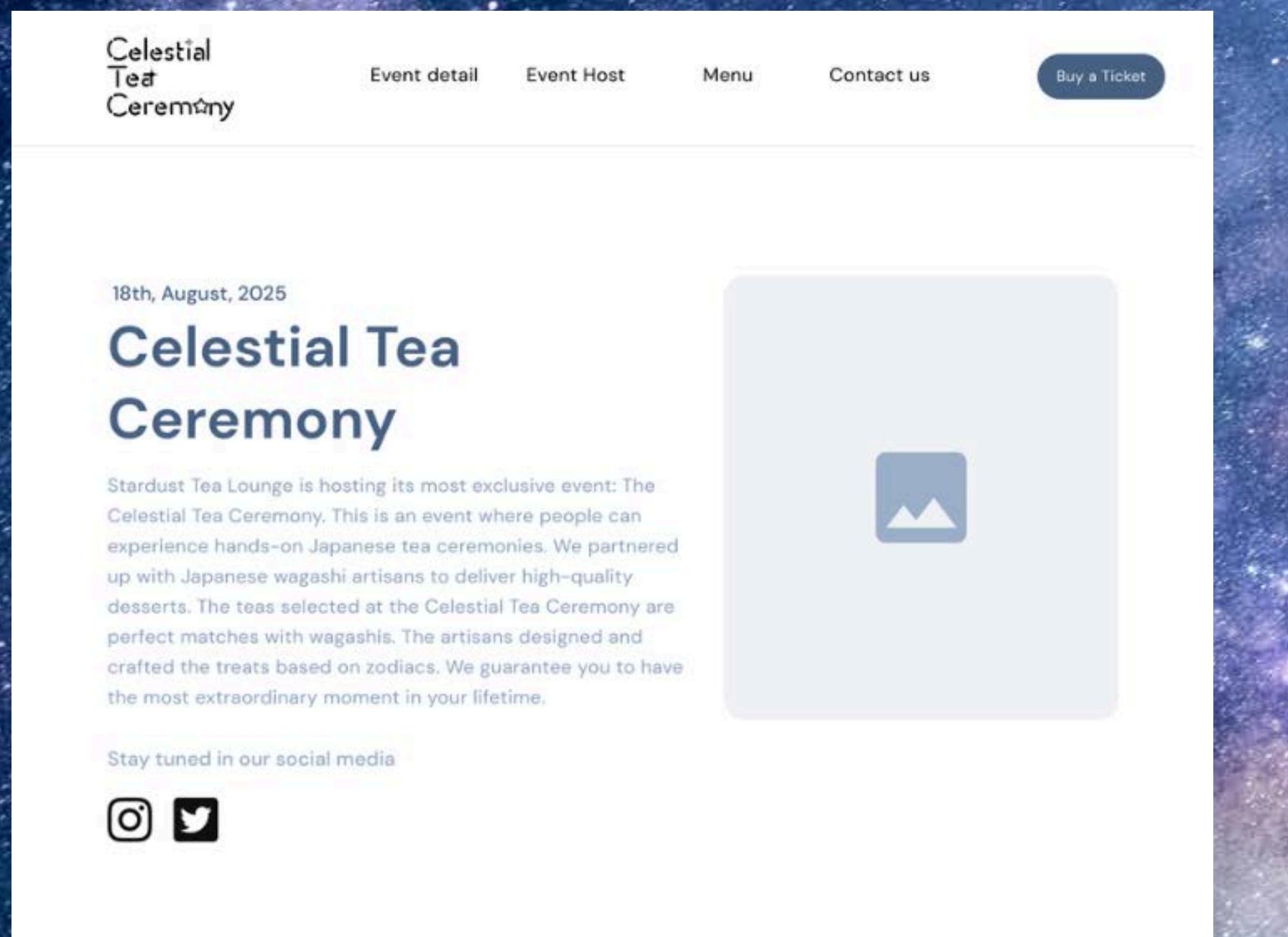
Lorem ipsum dolor sit

Home Page Hi-Fi

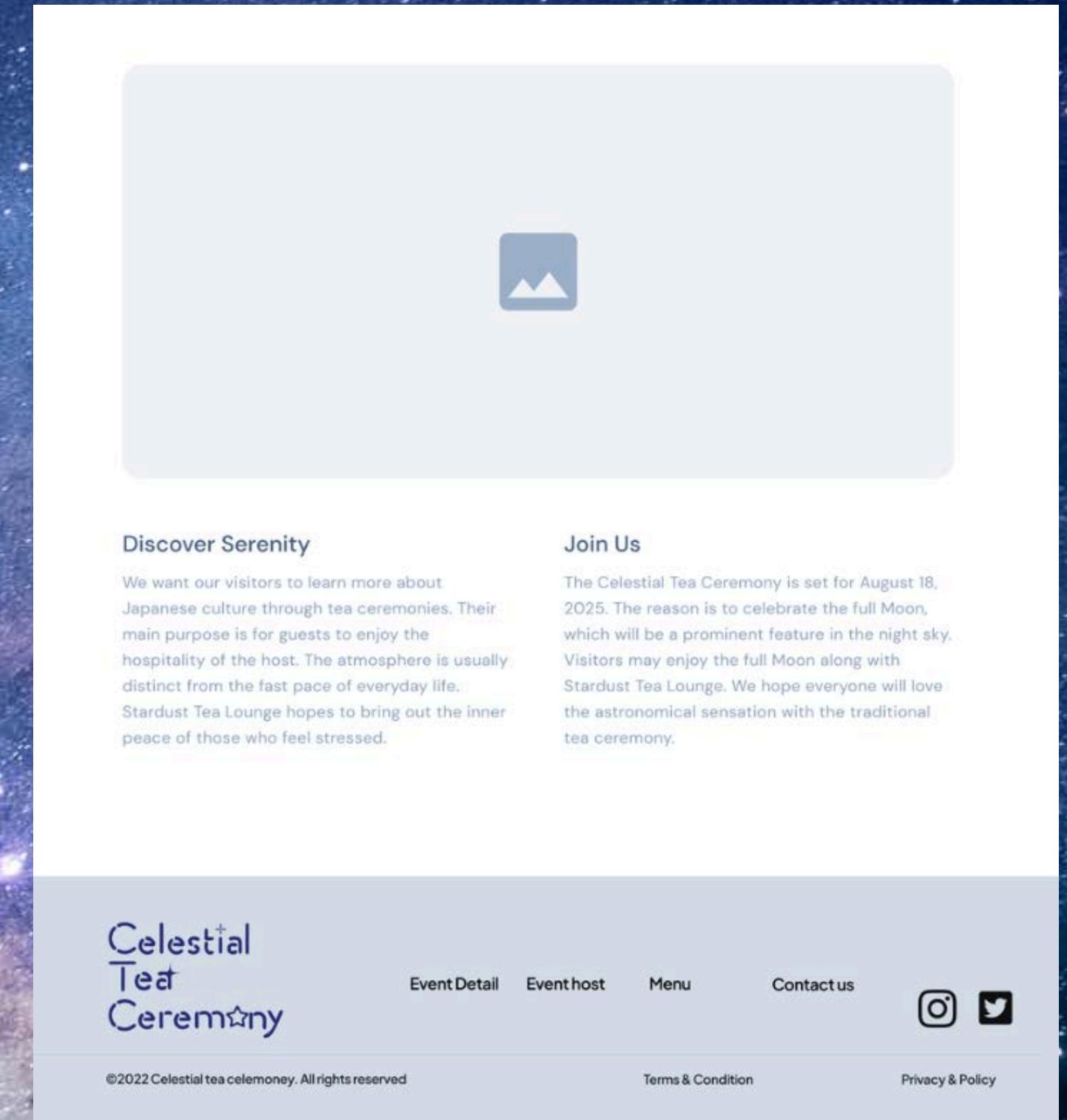
The screenshot shows the homepage of the Celestial Tea Ceremony website. At the top left is a large, semi-transparent watermark of a woman holding a teacup. The main header reads "Celestial Tea Ceremony". Below it are navigation links: "Event detail", "Event Host", "Menu", "Contact us", and a prominent blue button "Buy a Ticket". A large image of a tea ceremony setup is centered above a pink banner. The banner contains the text "Event Detail" and a detailed description of the event. Below the banner are four circular icons representing different tea-related topics: "Traditional Japanese Tea Culture", "Tea Art of the Presentation", "Traditional Japanese Desserts", and "Tea Room". A "VIDEO" section at the bottom features a play button over a video thumbnail of colorful wagashi. The footer includes a "Dessert" section with a list of items and a "Footer" section with legal text.

The screenshot shows a landing page for the "Celestial Tea Ceremony". At the top right are four small images with labels: "toka", "tsukimi", "sansui", and "tsyukusa". Below them is a "Discover Serenity" section with text about the event's purpose and atmosphere. To the right is a "Join Us" section with text about the event date and purpose. The middle section features a "News" header and three news items with images: "How to pair different teas with various wagash", "Tasting sessions to experience the harmony", and "What people can learn during the tea ceremony". At the bottom is a "LOREM IPSUM DOLOR SIT AMET" section with a map showing the location of "Stardust Coffee Lounge". The footer includes social media links for Instagram and X, and standard footer links: "Event Detail", "Event host", "Menu", "Contact us", "Privacy & Policy", "Terms & Condition", and copyright information: "©2024 Celestial tea ceremony. All rights reserved".

Event Detail Page Wireframe



The wireframe shows the layout of the event detail page. At the top left is the event logo "Celestial Tea Ceremony". To its right are navigation links: "Event detail", "Event Host", "Menu", "Contact us", and a prominent "Buy a Ticket" button. Below the header is a date "18th, August, 2025". The main title "Celestial Tea Ceremony" is displayed in large, bold letters. A detailed description follows, mentioning the event's exclusivity, the involvement of Japanese wagashi artisans, and the selection of teas based on zodiacs. At the bottom, there's a call to action "Stay tuned in our social media" with icons for Instagram and Twitter.



The content area of the event detail page features a large, light-gray rounded rectangle placeholder for an image or video. Below this, two columns of text are visible. The left column is titled "Discover Serenity" and discusses the purpose of tea ceremonies in promoting inner peace. The right column is titled "Join Us" and provides information about the event date (August 18, 2025) and its connection to the full Moon. At the bottom, the event logo "Celestial Tea Ceremony" is repeated, along with the same navigation links and social media icons as the top header.

Event Detail Page Hi-Fi

Celestial
Tea
Ceremony

Event detail Event Host Menu Contact us Buy a Ticket

Celestial Tea Ceremony 🌙

13th, April, 2025

Stardust Tea Lounge is hosting its most exclusive event: The Celestial Tea Ceremony. This is an event where people can experience hands-on Japanese tea ceremonies. We partnered up with Japanese wagashi artisans to deliver high-quality desserts. The teas selected at the Celestial Tea Ceremony are perfect matches with wagashis. The artisans designed and crafted the treats based on zodiacs. We guarantee you to have the most extraordinary moment in your lifetime.

Stay tuned in our social media





Discover Serenity

We want our visitors to learn more about Japanese culture through tea ceremonies. Their main purpose is for guests to enjoy the hospitality of the host. The atmosphere is usually distinct from the fast pace of everyday life. Stardust Tea Lounge hopes to bring out the inner peace of those who feel stressed.

Join Us

The Celestial Tea Ceremony is set for April 13, 2025. The reason is to celebrate the full Moon, which will be a prominent feature in the night sky. Visitors may enjoy the full Moon along with Stardust Tea Lounge. We hope everyone will love the astronomical sensation with the traditional tea ceremony.



Celestial
Tea
Ceremony

[Event Detail](#) [Event host](#) [Menu](#) [Contact us](#)



Event Host Page Wireframe

The wireframe shows the layout of the Event Host page. At the top is a header with the event name "Celestial Tea Ceremony". Below the header is a navigation bar with links for "Event detail", "Event Host", "Menu", "Contact us", and a "Buy a Ticket" button. The main content area features a large heading "About the event host" and a callout box containing text about Stardust Tea Lounge.

Celestial Tea Ceremony

Event detail Event Host Menu Contact us Buy a Ticket

About the event host

Stardust Tea Lounge is a cafe that specializes in Japanese tea. We also are the best at crafting traditional Japanese-inspired sweets. Whether conventional or modern tea, we are the best at doing so. Stardust Tea Lounge is a Vancouver-based shop. We build our cafe with class and elegance, aiming to become the best retro cafe in Vancouver.

The wireframe shows the layout of the "Amazing Tea Experiences" page. It features a banner with the text "Amazing Tea Experiences" and a grid of three images. Below the grid are two columns of text: "Iconic Tea and Desserts" and "Elegance and Taste". The footer includes the event name and social media links.

Amazing Tea Experiences

< >

Iconic Tea and Desserts

We designed Stardust Tea Lounge with class and elegance. Located in the heart of Vancouver, we stand out from other cafes with our aesthetic and menu. Stardust Tea Lounge aims to become the icon in the city. You will find them all here, whether it's regular tea or classic desserts.

Elegance and Taste

Stardust Tea Lounge provides the best quality of tea and desserts. Because of the owner, Yukari Murashita's brilliant idea, we were able to stand out among the others. We are the first in Vancouver to merge traditional Japanese and modern cafe culture. The cafe struck Vancouverites since its opening and has been successful ever since.

Celestial Tea Ceremony

Event Detail Event host Menu Contact us

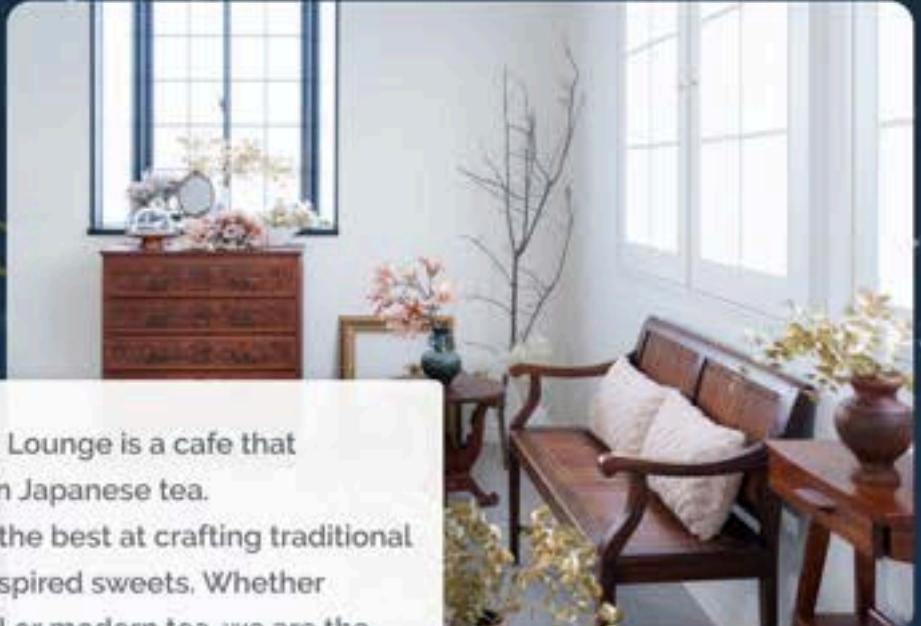
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Event Host Page Hi-Fi

Celestial
Tea
Ceremony

Event detail Event Host Menu Contact us Buy a Ticket

About the Event Host



Stardust Tea Lounge is a cafe that specializes in Japanese tea. We also are the best at crafting traditional Japanese-inspired sweets. Whether conventional or modern tea, we are the best at doing so. Stardust Tea Lounge is a Vancouver-based shop. We build our cafe with class and elegance, aiming to become the best retro cafe in Vancouver.

Amazing Tea Experiences

Amazing Tea Experiences



Iconic Tea and Desserts
We designed Stardust Tea Lounge with class and elegance. Located in the heart of Vancouver, we stand out from other cafes with our aesthetic and menu. Stardust Tea Lounge aims to become the icon in the city. You will find them all here, whether it's regular tea or classic desserts.

Elegance and Taste
Stardust Tea Lounge provides the best quality of tea and desserts. Because of the owner, Yukari Murashita's brilliant idea, we were able to stand out among the others. We are the first in Vancouver to merge traditional Japanese and modern cafe culture. The cafe struck Vancouverites since its opening and has been successful ever since.

Celestial
Tea
Ceremony

Event Detail Event host Menu Contact us

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Terms & Condition Privacy & Policy

Instagram X

Event menu Page Wireframe

The wireframe shows a header with the event name "Celestial Tea Ceremony" and navigation links for "Event detail", "Event Host", "Menu", "Contact us", and a "Buy a Ticket" button. Below the header is a large section titled "Dessert Selection" with a sub-section title "Jo-namagashi". A descriptive paragraph states: "Stardust Tea Lounge's most exclusive event, Celestial Tea Ceremony is just around the corner. We offer highest quality of wagashi with premium all you can drink tea options for all guests." It also mentions that visitors can choose from the following desserts for \$35. At the bottom, there are three cards for "Jo-namagashi", "Kisetsu no Hana", and "Tsuyukusa", each featuring a small image icon.

Celestial
Tea
Ceremony

Event detail Event Host Menu Contact us Buy a Ticket

Dessert Selection

Jo-namagashi

Stardust Tea Lounge's most exclusive event, Celestial Tea Ceremony is just around the corner. We offer highest quality of wagashi with premium all you can drink tea options for all guests.

With \$35, visitors can choose from the following desserts from below and pair with any tea they desire:

Kisetsu no Hana

Tsuyukusa

The wireframe shows a header with the event name "Celestial Tea Ceremony" and navigation links for "Event Detail", "Event host", "Menu", and "Contact us". Below the header is a section titled "Sansui", which includes a small image icon and a link to "Tōka" and "Tsukimi". A descriptive paragraph states: "Celestial Tea Ceremony offers the best sensation you will experience in 2 hours. We hope our guests will rediscover their inner peace through tea ceremonies." At the bottom, there are two cards for "Tōka" and "Tsukimi", each featuring a small image icon. Social media icons for Instagram and Twitter are located at the very bottom right.

Sansui

Tōka

Tsukimi

Celestial Tea Ceremony offers the best sensation you will experience in 2 hours. We hope our guests will rediscover their inner peace through tea ceremonies.

Celestial Tea Ceremony

Event Detail Event host Menu Contact us

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Terms & Condition

Privacy & Policy

Event menu page H-Fi

Celestial Tea Ceremony

Event detail Event Host Menu Contact us Buy a Ticket

Dessert Selection



Stardust Tea Lounge's most exclusive event, Celestial Tea Ceremony is just around the corner. We offer highest quality of wagashi with premium all you can drink tea options for all guests.

With \$35, visitors can choose from the following desserts from below and pair with any tea they desire:



Jo-namagashi

Kisetsu no Hana

Tsuyukusa



Celestial Tea Ceremony

Event Detail Event host Menu Contact us

Instagram X



The background of the image is a dark blue space filled with numerous small white stars of varying sizes. A prominent, larger, multi-colored nebula or galaxy is visible in the center-left, transitioning through shades of purple, pink, yellow, and orange. The Figma Link logo is centered in the upper half of the image. It consists of the word "Figma" in a bold, white, sans-serif font, with a horizontal underline underneath. To the right of "Figma", the word "Link" is written in a smaller, white, sans-serif font. Three small, white, four-pointed starburst icons are positioned around the text: one to the left of "Figma", one above "Link", and one to the right of "Link".

Figma Link

Summary

TYSN is a Vancouver design company dedicated to bringing local businesses to the forefront. Our name is Tell You Something New, and this signifies our passion for bringing unique concepts to life through expert graphic design and UI/UX. We strive to provide the highest creative results for our clients.

One of our collaborators, Stardust Tea Lounge, is a Vancouver tea lounge specializing in Japanese tea and classic sweets. With an eye for sophistication and authenticity, Stardust Tea Lounge sets out to be the city's greatest retro café, both vintage and modern Japanese-inspired tea experiences.

This April, Stardust Tea Lounge presents an exclusive affair—the Celestial Tea Ceremony. In collaboration with the master Japanese wagashi artists, we are launching the crème de la crème, zodiac-influenced desserts tastefully paired with the crème de la crème of teas. For just \$35 a head, guests enjoy a dessert selection and all choice teas for two hours. Be with us on April 13, 2025, for an experience once in a lifetime where you will be able to taste the stars through traditional tea.

In order to drive Stardust Tea Lounge's attraction and traffic, to develop Japanese culture, and to strengthen community connections, TYSN works to create attraction and traffic, increase visibility with marketing through social media, and develop a website page that is exclusively dedicated to Japanese tea culture and wagashi details. We will also generate community engagement by developing interactions within the event, collaborating with cultural centers, and ensuring every ingredient is truly sourced from Japan.

The event is targeting millennials (25-40 years old), business professionals, event planners, tea and dessert enthusiasts, and café hoppers in Vancouver. Whether seeking a high-end catering experience, a unique event to host, or a cultural tea experience, the Celestial Tea Ceremony has it all.

Stay updated with us on Instagram and X for event updates!



Thank You!