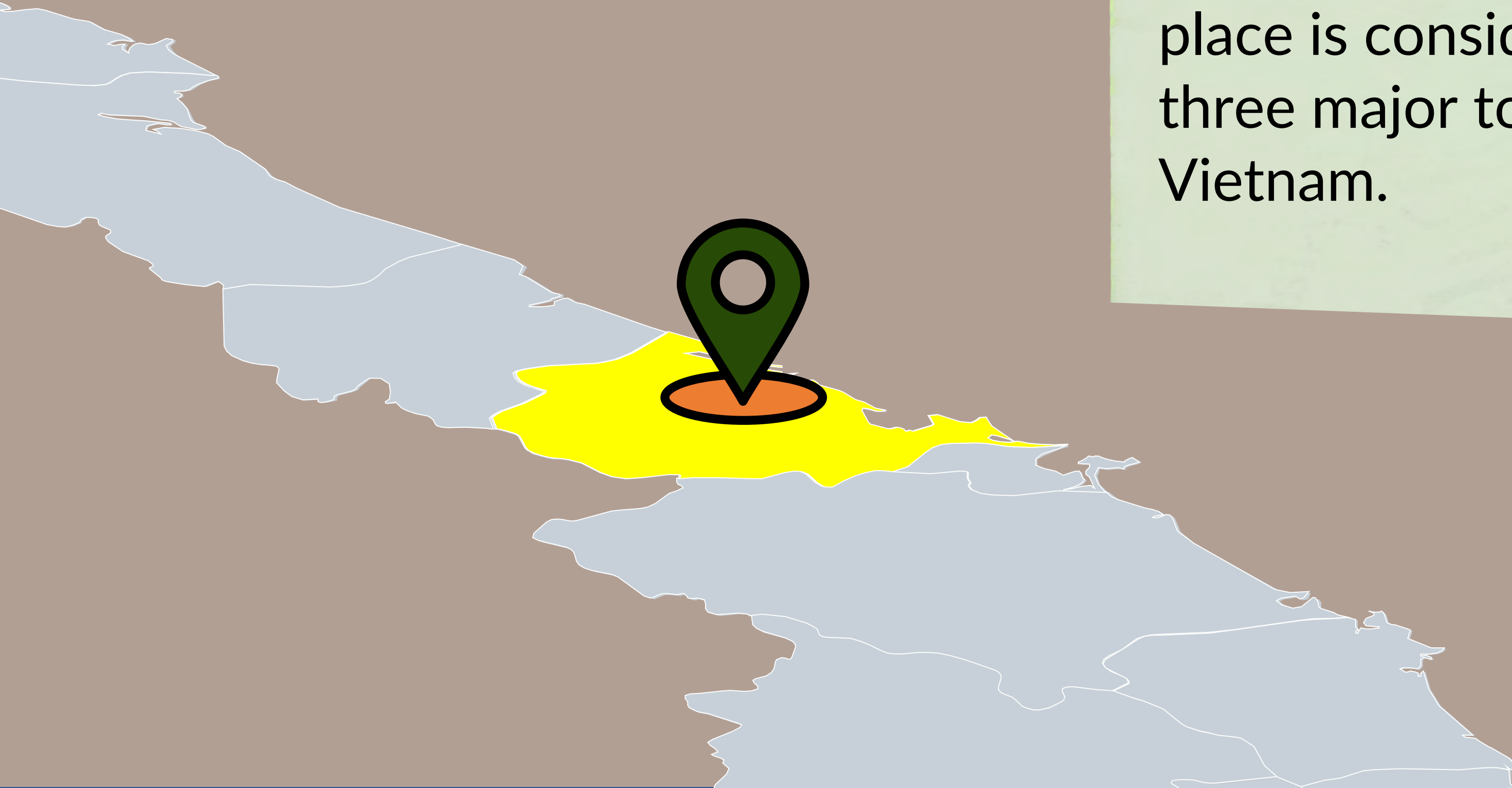




TIEM TRA HUE

cultural beauty of the
ancient capital

Hue is a coastal province located at the southern tip of the North Central region, Central region, Vietnam. This place is considered one of the three major tourist regions of Vietnam.



**Traditional folk
festivals, religious
festivals**



**Cultural relics &
unique architectural**



Hue's cuisine

**Traditional
handicraft products**



**Traditional folk
festivals, religious
festivals**



**Cultural relics &
unique architectural**



**Traditional
handicraft products**



Hue's cuisine





Cultural relics & unique architectural

Traditional folk festivals, religious festivals



Hue's cuisine

Traditional handicraft products



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Hue's cuisine

**Traditional
handicraft products**





Products

ROYAL TEA

A delicious and nutritious drink made from 16 different ingredients



TIỆM TRÀ HUE

Quy Phi Royal tea

Includes 16 common herbs of royal tea and green tea

Produced for women with the effect of detoxifying, clearing heat, reducing acne, beautifying the skin, and keeping in shape



TIỆM TRÀ HUỆ

Minh Mang Royal tea

Produced and served exclusively for men, including 18 different herbs with the effects of tonifying the kidneys, enhancing vitality, and being able to treat gout effectively



TIỆM TRÀ HUẾ

Mau Hau Royal tea

13 types of herbs, tea helps treat high blood pressure, treat insomnia, headaches, improve vision and improve the user's health

Tea helps reduce cholesterol, nourish blood, and cool the liver



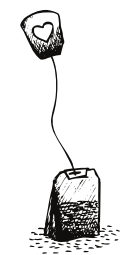
In addition, "Tiem tra Hue" also has a number of other types of tea such as:

Lotus leaf tea, olong tea, monkfruit tea, reishi mushroom tea, and other royal teas





Even more interesting, drinking Hue royal tea combined with eating traditional cakes is the perfect combination



Some types of traditional cakes that can be included in the menu: green bean cake, sesame seed, lotus seed, rice cake, thuan cake, Moon cake,...





Costumes

Summary of Hue Royal Costumes



Express the beauty and elegance of Hue culture



Costumes are individually designed for each member of the royal court



Demonstrate cultural appreciation and Hue traditions



Uniforms Worn by Staff



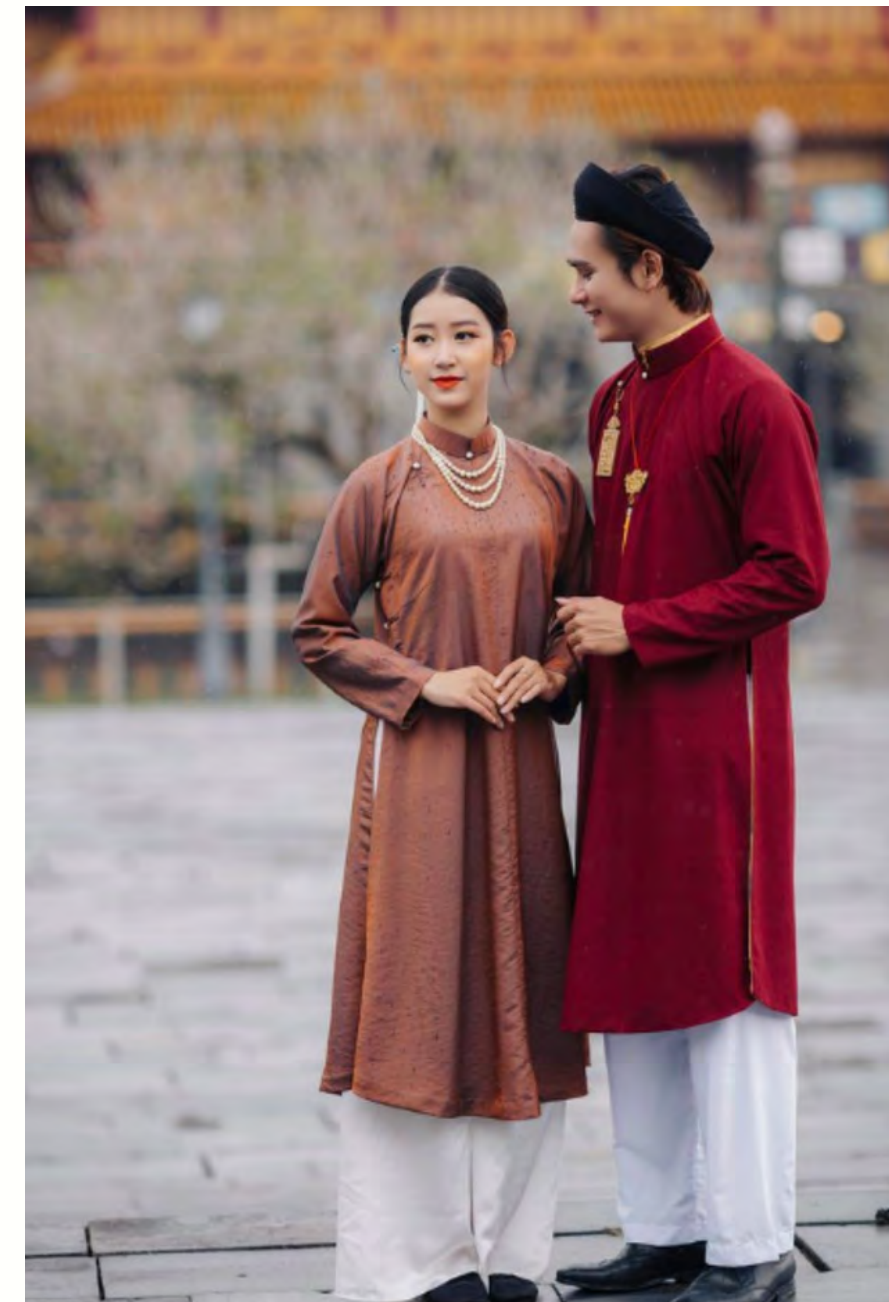
Classic Hue Ao Dai paired with traditional silk pants



Showcase the traditional beauty of the ancient capital of Hue



Reflects their professionalism and dedication to providing efficient and dedicated customer service



**Costumes can be
rented at the store**



Emperor and Queen Costumes

Costumes can be rented at the store



Princess and Prince costumes

**Costumes can be
rented at the store**



Mandarin and civil servant costumes



The store also offers various other costumes such as Hue Ao Dai, four-part dresses, palm-leaf conical hats, and Flat palm hats with fringes to provide customers with a wide range of choices



Architecture

HUE ROYAL ARCHITECTURE

Overview of Hue royal architecture

Associated with the Nguyen Dynasty, from the Imperial Citadel relics, palaces, to temples, mausoleums with an Asian style

Absorbed and inherited the traditional architecture of Ly, Tran, and Le



HUE ROYAL ARCHITECTURE

Characteristics of Hue royal architecture

Landscape architecture, gilded lacquer and sophisticated interiors with distinct decorative motifs



APPLYING HUE ROYAL ARCHITECTURE TO "TIEM TRA HUE"

Architecture

External architecture

Tiem tra Hue's exterior architecture will include features such as curved roofs, the use of royal lapis lazuli and blue lapis lazuli tiles



APPLYING HUE ROYAL ARCHITECTURE TO "TIEM TRA HUE"

Architecture

Internal architecture

Based on the characteristics of wood structure, decorated with the traditional gilded lacquer technique



APPLYING HUE ROYAL ARCHITECTURE TO "TIEM TRA HUE"

Architecture

Interior

Based on the sophisticated features of the interior

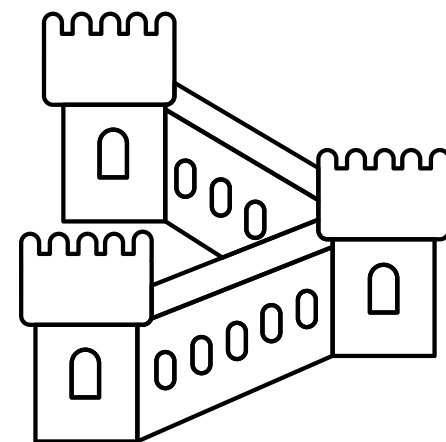
The items in the shop, such as tea pots, tea cups, tea sets



Additional services



Enjoy tea



Culture and Arts
Shows



Recreational
Activities

A large, traditional Chinese temple building with a multi-tiered, ornate roof and a stone courtyard in the foreground. The building features intricate carvings and a prominent central structure. The courtyard is paved with stone tiles and surrounded by a low wall with decorative panels. The overall scene is set against a clear sky.

Tea Enjoyment



TEA ENJOYMENT

Tea enjoyment involves not only drinking tea but also relishing the art of tea brewing



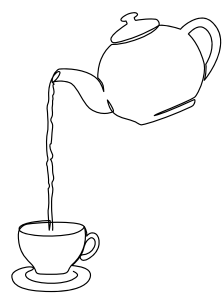
Customers can have their tea prepared or take the opportunity to personally brew their tea





TEA ENJOYMENT

Customers will also be served additional delights, enhancing the overall experience with delightful aromas and flavors



A tea set comprises a tea table, teapot, large tea cups, cup holders,...





TEA ENJOYMENT



Tea and the brewing ingredients will be placed on the shelves



Customers visiting the establishment will have the option to brew tea and serve themselves



HOW TO BREW TEA

Step 1:
Heat the
tea utensils

Step 2:
Awaken the
tea

Step 3:
Brew the
tea

Step 4:
Pouring tea

Step 5: Serve
the tea



⇒ Step 1: Heat the tea utensils





Step 2: Awaken the tea





Step 3: Brew the tea





Step 4: Pouring tea





Step 5: Serve the tea



The background is a collage of images. At the top, there's a dark, moody sky. Below it, a large, textured, light-brown rectangular area contains the text. The background images include a lotus flower sculpture on a pedestal, a boat on a pond, and a traditional building with a tiled roof. The overall theme is Vietnamese culture and art.

Culture & Art shows

01 NHA NHAC CUNG DINH HUE



The goal: Guests can listen to beautiful and sophisticated melodies delivered by outstanding musicians when they listen to Hue royal music

It is a feudal court music form that UNESCO has designated as "Human oral and intangible masterpieces" (2023)



02 CA HUE



It is a traditional music genre of Hue, Vietnam, and is a style of performance in the royal palace for the elite

The goal: Guests have the opportunity to enjoy traditional melodies, unique sounds and delicate lyrics, expressing the romance and sensitivity of Hue people



03 TUONG HUE



It is a highly synthetic art form, including poetry, poetry, music, painting and acting

The goal: By seeing Tuong Hue guests can learn about the tale, characters, and quintessence of Hue culture through acting, music, and traditional costumes

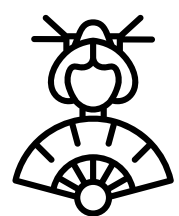




“**Tiem tra Hue**” will organize these additional service displays alternately and alternatively



The shows will be limited to one hour in length



Organized by “**Tiem tra Hue**” in order to convey consumers the lightness, tranquility, and romance of Hue culture while also increasing revenue for the shop



The background features a traditional Chinese building, possibly a temple or palace, illuminated at night. The building has multiple levels with ornate roofs and is set against a dark sky. A large, textured, light-colored paper overlay is centered on the image, containing the text. The overall mood is serene and historical.

Recreational activities



1. What is Sinh village painting?

A type of Vietnamese folk painting originating from Thua Thien Hue province

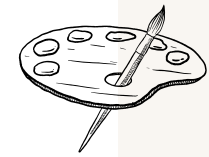
Used in the ancient capital of Hue for worship purposes, but now it has been used as a decorative painting

2. Ingredients and coloring method

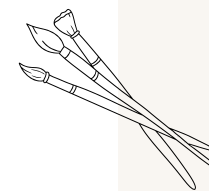
Painting paper is scallop paper
(Scallops paper is a type of
Vietnamese folk paper)



Colors: such as plants, metals or
scallops



Painting pens made from
pandanus roots growing wild in
the fields





3. Sinh village painting activity

Calligraphy writing activity

Calligraphy is always a characteristic feature of Asian culture in the eyes of Western tourists, so even a small activity will make visitors feel deeply about cultural identity

Thank you for listening

