



THE PROJECT

IN 3 SECONDES

THE THIRD GLASS

is a contemporary Tea & Coffee House inspired by the ancient Saharan coffee routes and the tea rituals of Morocco. More than a café or tea room, it is a house of hospitality where beverages, a light food offer, pastry, takeaway products and service objects come together to create a moment of pause, taste and transmission.

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THE RETAIL STRATEGY

IN 3 SECONDES

THREE PLEASURES

curated retail offer designed to extend the guest experience,
increase add-on sales and turn THE THIRD GLASS into
a house of products, objects and everyday rituals.

PREMIUM DAILY PRODUCTS
ART OF THE TABLE & SERVICE
SIGNATURE HOME OBJECTS



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THE OPERATING MODEL

IN 3 SECONDES

THREE OPPORTUNITIES

combines on-site service, add-on sales and an integrated retail boutique within a premium operating model, designed to be run efficiently and deployed across different locations and partner opportunities :

FLAGSHIP HOUSE
PREMIUM COUNTER & INTEGRATED RETAIL
HOTEL CORNER

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