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A Season of Sharing, A Legacy of Elegance

EQ introduces Celestial Treasures 2025 – A Moonlit Celebration of Taste and Tradition

KUALA LUMPUR, 1 July 2025 – As the full moon rises this Mid-Autumn Festival, EQ invites guests to mark the season with *Celestial Treasures 2025* — a mooncake collection that reflects the spirit of tradition, the joy of reunion and the refinement of a gift well given. Timeless yet contemporary, this year's offering is a celebration of artistry, emotion and cultural memory, encapsulated in a series of beautifully presented gift sets designed to delight and impress.

The Mid-Autumn Festival is a time for reflection, gratitude and togetherness. At EQ, these sentiments are translated into a range of exquisite mooncakes, each made to honour the act of giving. Whether shared with loved ones, trusted colleagues or longstanding business partners, the mooncakes in this year's Celestial Treasures collection are expressions of taste and thoughtfulness. From the choice of flavours to the elegant keepsake boxes, every detail is designed to echo the season's quiet beauty, warmth, and emotional significance.

At the heart of the 2025 collection are four signature sets, each suited to different gifting needs and sensibilities:

Autumn Jade Collection – A classic choice reimagined for the modern giver. Priced at RM288 for a selection of four traditionally baked mooncakes or RM298 for six snow skin varieties, this collection comes in a warm-toned, structured gift box that balances traditional aesthetics with a sense of contemporary luxury. With options that span from lotus and red bean to bold new flavour pairings, Autumn Jade makes for an ideal personal or corporate gift that strikes the perfect note of festive elegance.

Premium Collection – Created for truly memorable gestures, this exclusive pairing of mooncakes and fine spirits celebrates connection in style. Choose from four traditional mooncakes with either a bottle of Hennessy VSOP (RM988) or Bottega Gold Prosecco (RM888). Both come presented in a custom leather box in a warm cinnamon hue, for a gift that lingers in both form and feeling, making a sophisticated statement long after the festivities end.

Longevity Collection – Offered exclusively for bulk purchases, this elegant box of four traditionally baked mooncakes celebrates heritage, generosity and festive grace. With a starting price of RM128, the Longevity Collection is well-suited for those seeking tasteful large-quantity gifting options. Custom logo personalisation is available, making it a thoughtful and practical choice for clients, partners or extended networks during the Mid-Autumn season.


Miniature Collection – Small in size but rich in sentiment, this set of eight delicately baked mini mooncakes is offered in green tea or white lotus flavours. Each petite mooncake bears the EQ marque and is ideal for intimate, informal gifting. At RM68, the Miniature Collection is available exclusively at EQ's hotel lobby pop-up booth throughout the season.


Regular sized mooncake flavours include beloved classics such as White Lotus, White Lotus with Single Yolk, Traditional Cantonese Mixed Nuts, Red Bean and EQ's Signature Pearl of Prosperity. For those seeking more adventurous bites, the snow skin varieties offer playful interpretations of the season — from the richness of Golden Charcoal Musang King Durian to the refreshing blend of Emerald Yuzu Pandan, and the layered indulgence of Mint Chocolate with Hawaiian Macadamia. A visually arresting choice is the Butterfly Pea Flower with Vitagen White Lotus, with its swirled naturally blue and white skin, while the Sun-dried Scallop and Mixed Nuts marries a soft outer skin with a deliciously nutty interior.

Celestial Treasures 2025 will be available for purchase from 1 July to 12 October 2025 at EQ Kuala Lumpur, as well as Kampachi and IPPUDO restaurants. A special Mooncake Pop-Up Booth will also operate in the EQ hotel lobby, offering the full collection in a dedicated festive setting designed to evoke the spirit of the season.

Early bird savings of 20% are available from 1 to 31 July, and 15% from 1 to 31 August. These apply to the Autumn Jade, Premium and Miniature collections only. (The Longevity Collection and bulk orders are not eligible for early bird pricing.)

For enquiries or to place an order, please contact

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About EQ

EQ, an integral part of the Hotel Equatorial legacy, celebrates its fifth decade in hospitality. It holds the title of Malaysia's #1 City Hotel in the Travel + Leisure Luxury Awards Asia Pacific (2022–2025) and has been Kuala Lumpur's top-rated hotel on TripAdvisor since 2019. Occupying the upper floors of the award-winning 52-storey Equatorial Plaza, the hotel boasts 440 stylish rooms, state-of-the-art banquet and meeting facilities, and an array of signature restaurants and bars, such as the Bottega the lounge, Nipah the all-day dining restaurant, Kampachi Japanese Restaurant, as well as the impressive, must-visit Sky51 consisting of Sabayon, a contemporary European restaurant, and Blue, a stylish bar with outdoor seating offering panoramic city views. This five-star property is Green Building Index (GBI) Goldcertified, placing it among Malaysia's most energy-efficient and sustainable buildings. Additional facilities encompass the exclusive Sanctum wellness and spa, a 25-metre infinity pool, a Vitality Jacuzzi®, and a cutting-edge fitness centre.

Website: www.eqkualalumpur.equatorial.com

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