

IN-STORE

L'Objet turns private dining at The Dorchester into hands-on showroom

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L'Objet tableware

By SARAH JONES

Home furnishings brand L'Objet is partnering with Dorchester Collection's The Dorchester in London to launch its tenth anniversary tableware collection Sous Les Ciel.

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One of The Dorchester's three private dining rooms in its restaurant Alain Ducasse has been transformed into Salon L'Objet, creating a space for consumers to experience the collection first hand. Partnering with a Michelin star restaurant allows L'Objet's tableware to become part of a culinary experience while reaching consumers with a penchant for fine things.

"L'Objet's partnership with Alain Ducasse at The Dorchester allows us to reach food and wine connoisseurs that appreciate fine dining experiences and the sophistication our brand has to offer," said Elad Yifrach, founder and creative director of L'Objet, New York.

"Alain Ducasse is one of the most prolific and innovative chefs in the world," he said. "Having his creativity with food displayed on our porcelain is the ultimate experience."

Pick your plate

The private dining space at The Dorchester is intended for parties of eight to 12 guests.



Private dining room at Alain Ducasse

Salon L'Objet invites guests to mix and match tableware, including chargers and plates, and accessories like place card holders from the brand's collection before they sit down. This allows diners the opportunity to customize their eating environment to their taste.

Sous Les Ciel consists of two lines. "Han" was inspired by ancient Chinese culture, while "Sois Tressee" is more simple. Both Han and Sois Tressee dishes come in white, white with platinum or white with 24-karat gold.



L'Objet's Han tableware range

Adding to the brand experience, Alain Ducasse head chef Jocelyn Herland created an

amuse bouche that is served only in Salon L'Objet.

Salon L'Objet is open until July 31. The collection is available in London department store Harrods, giving diners the opportunity to own pieces from the dinner.

Experiential marketing

Attracting foodies to a tableware line through a partnership makes sense.

For example, family-owned Italian fashion label Missoni looked to be part of consumers' dining experiences through a MissoniHome collaboration with celebrity chef Mario Batali's Italian marketplace, Eataly.

The capsule collection, exclusively available at Eataly's New York and Chicago locations, as well as online, celebrates the simple pleasures of dining and entertaining loved ones with an Italian flare. MissoniHome's inaugural Eataly collection allows style-conscious consumers to ensure a cohesive feel at home, while celebrating two symbols of the Italian spirit ([see story](#)).

Hotels offer a platform for brands to get guests to have an immersive experience of a product, rather than just seeing it in a boutique.

For instance, U.S. label Oscar de la Renta teamed up with The Peninsula Hotels to provide guests at all of the chain's global properties with an original bathroom amenities collection and unisex fragrance.

The partnership marks the first time that Oscar de la Renta has created a fragrance for another brand. Hotel and fashion brand partnerships such as this allow for a level of mutual benefit unmatched by other partnerships because current Peninsula guests may become consumers of Oscar de la Renta, while the fashion brand's enthusiasts may be inclined to visit the hotel ([see story](#)).

Having this hands-on experience for The Dorchester's guests makes the exploration of the line more special for consumers.

"The guests of Salon L'Objet take part in the curation of their own experiential dinner," Mr. Yifrach said. "Diners get the opportunity to express their personal style in one of the most exquisite environments, set with the finest and most innovative porcelain collection.

"Guests are an active part of the experience," he said. "That's special."

Final Take

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