

FOOD AND BEVERAGE

C La Vi celebrates joie de vivre via \$2M, one-off culinary experience in Singapore

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Skybar at C La Vi Singapore

By JEN KING

In Singapore, \$2 million can buy a Rolls-Royce Phantom, a penthouse or in the case of C La Vi, a venue atop the Marina Bay Sands Hotel, an experiential dinner for two.

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Together with Russia's World of Diamonds Group, the venue has organized the world's most expensive and exclusive culinary experience, for a pair of affluent diners to enjoy. The concept of experiential programs have grown in popularity recently as consumer mindset has shifted from materialism to once-in-a-lifetime experiences that money cannot typically buy.

"This is certainly the world's most expensive dining experience, and the individual should possess certain wealth to enjoy it," said Karan Tilani, director of **World of Diamonds Group**. "But that's only the beginning - and the very reason for our undisclosed selection criteria.

"We are looking at someone who has an exquisite taste who puts love above everything else and is willing to forgo the price tag to experience the dream proposal or a celebratory treat with that someone special," he said. "The buyer's love would span across his appreciation for the finest travel experience, the best flowers, the most extravagant cuisine and tipples and an unrivaled palate for diamonds.

"This person would make history and create a legacy of being the owner of this most expensive and lavish dining experience, that can never ever be replicated again."

C'est la vie

For the world's most expensive and exclusive culinary experience, being able to afford the staggering asking price is not enough. The purchaser must be considered qualified, at the discretion of the World of Diamonds Group and C La Vi.

The setting of the \$2 million dining experience is the C La Vi Singapore, found on the 57th floor of The Marina Bay Sands Hotel. The C La Vi network of venues, with additional locations in Bangkok, Hong Kong and Saint Tropez, France, was launched six years ago by LVMH-sponsored private equity firm L Capital Asia.

"At C La Vi, we live to create unique experiences that stimulate the senses, elevate the spirit, amplify passion and fuel the pursuit of pleasure. This \$2 million dining experience done conjointly with our esteemed partner, World of Diamonds Group, is the zenith of all experiences," said David Sarner, CEO of **C La Vi** Singapore, in a statement.

Ce LA VI Restaurant Indoor

Interior dining room of C La Vi Singapore

Before starting the culinary experience, the eight hours of extravagance begins with a journey by air, land and sea. The dining duo will enjoy a 45-minute scenic helicopter ride to take in the sights of Singapore before departing on a private cruise in the city state's harbor and being chauffeured to the Marina Bay Sands Hotel.

When the couple arrives at the 57th floor of the Marina Bay Sands Hotel, they will be greeted by the scent and sight of 10,000 fresh roses and the 360-degree views of Singapore.

The dining aspect of the experience includes a "gastronomic adventure" featuring an 18-course menu of modern Asian fare. Taking advantage of the breathtaking views, the meal will be served during sunset.

Dishes include fresh Belon oyster with Champagne foam, Almas caviar, air-flown Alaska wild salmon, slow-cooked pigeon and applewood grilled Mishima sirloin, among other refined plates. The meal will be served alongside 44- and 55-year-old vintage and rare fine wines.

Taking the experience even further, diners will enjoy their meal using diamond-studded chopsticks engraved with their names.

The seating is also customized by The Plush, interior design consultants based in Singapore, to evoke the diners' home and personality. C La Vi Singapore will then transport the furniture to the diners' residence.

In addition to the customized chopsticks and bespoke furniture, the \$2 million experience includes "an unforgettable star-studded recognition" piece for the diners to keep. World of Diamonds Group will include the rare 2.08-carat Fancy Vivid Blue diamond ring, The Jane Seymour, with the experience.



World of Diamonds Group's Jane Seymour ring

The high-jewelry ring is said to be the only celebrity ring that has not been preowned. The diamond ring was created in honor of Jane Seymour, OBE, and has been worn and personally endorsed by the actress during a dinner held at C La Vi Singapore in April.

To coincide with gifting the Jane Seymour ring at midnight, a celebratory drink of Louis XIII de Rmy Martin cognac will be served. At this moment, the night will conclude with a fireworks display over Singapore.

If the couple so wishes, the Marina Bay Sands Hotel will extend its hospitality with an overnight stay in one of its guest rooms.

Experiential takeaways

While consumers have taken a liking to experiences over lofty items, some brands have taken this opportunity to combine material goods with experiential activities.

For example, VeryFirstTo, an ecommerce platform specializing in extravagant products and experiences, offered a

life-sized, \$49,000 chocolate bunny fitted with diamond eyes for the Easter 2015 holiday.

Standing 1.24 feet and weighing 11 pounds, the hand-carved chocolate bunny was created by award winning chocolatier and former chef decor of department store Harrods, Martin Chiffers. The luxury industry spares no expense in terms of unique experiences, and often extends these elaborate touchpoints to holiday items to ensure memorable moments.

When the chocolate has been consumed, with no rush as it as a two-year shelf life if kept in the proper temperature environment, the diamonds can be made into a complimentary bespoke piece of jewelry, such as earrings, by British jeweler 77 Diamonds ([see story](#)).

A high-jewelry keepsake incorporated into the price may be enticing to consumers looking to commemorate an experience.

"World Of Diamonds Group is at the pinnacle of the diamond and high-jewelry industry, with mines globally and supplying to luxury names," Mr. Tilani said.

"C La Vi is a lifestyle destination that fuels the pursuit of pleasure with its supreme dining experiences," he said.

"What can be better than experiencing the best of both worlds at one go?"

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