

FOOD AND BEVERAGE

Louis Vuitton makes plants chic in new vegetarian pop-up

September 22, 2022



An image of Louis Vuitton's latest pop-up restaurant in Korea. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house Louis Vuitton is launching a new pop-up restaurant in Seoul, Korea with infamous 3-star Michelin chef Alain Passard.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Mr. Passard, known for his fine dining restaurant Arpge in Paris, is renowned for his sleek introduction of vegetable-based dishes into high cuisine. In 2002, Mr. Passard shocked French diners and critics alike when he removed meat from his menu and pivoted to pleasing a plant-based palette.

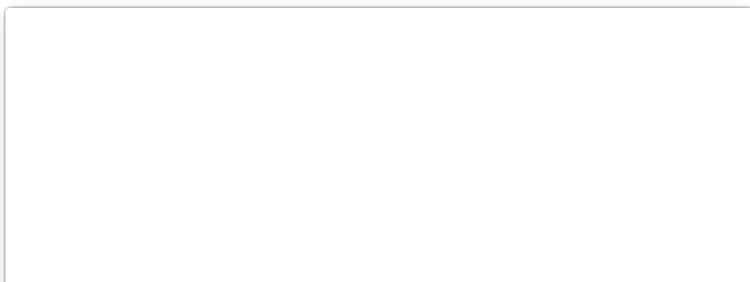
"The curved windows of Louis Vuitton Maison Seoul remind me of the greenhouses we have in our gardens in France," said Mr. Passard, in a statement.

"The pop-up restaurant will be a place to discover the real flavors of September and October with fresh products and waiters dressed as gardeners."

Herbivores only

Fully embodying a garden theme, the temporary restaurant will open on the fourth floor of the Louis Vuitton Maison Seoul. Flowers, natural wood and rattan will further characterize the space, lending an earthy and lush feel.

The restaurant presents an opportunity to draw closer to Korean culture and to utilize pristine, local ingredients, according to the chef. Diners will have the opportunity to relish vegetarian dishes for a limited time, from Sept. 17 to Oct. 29.



[View this post on Instagram](#)

A post shared by Hypefoods (@hypefoods)

Louis Vuitton's latest plant-based eatery in Seoul

The menu for the new eatery will consist of fruit, vegetables and herbs sourced from Mr. Passard's gardens in Eure, Sarthe and Mache, France.

Louis Vuitton first opened a caf and restaurant within a store in 2020, expanding its offerings at its Osaka Midosuji shop in Japan. Caf V, the brand's first restaurant, offers Franco-Japanese cuisine in a setting designed by architects Jun Aoki and Peter Marino ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.