

FOOD AND BEVERAGE

## LVMH makes maison magic with La Patisserie 24S' pop-up

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The online luxury fashion destination's confectionary pop-up graces Parisian pastry fans from Dec. 7 to Dec. 14. Image credit: LVMH/24S

By AMIRAH KEATON

French e-commerce company 24S is debuting a delectable short-term activation, one that marks the debut of a first-time "fashion pastry shop" concept in Paris.

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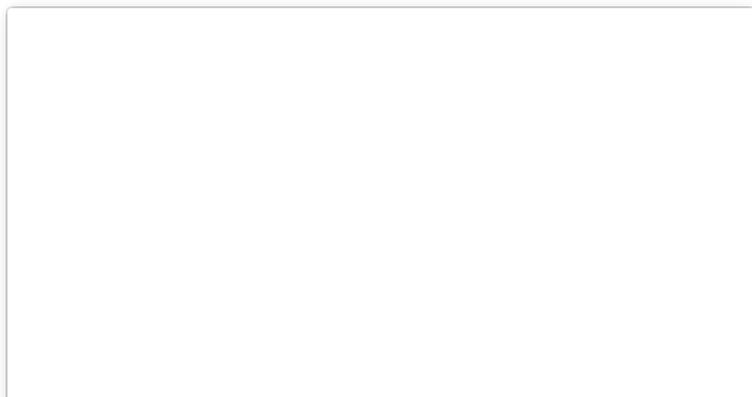
For one week only, the online luxury fashion destination is hosting a confectionary pop-up in collaboration with chef Tal Spiegel, who recreates many of the same luxury classics available via the 24S site. Valentino's Garavani handbag, Burberry's Arthur Sneakers, Balmain's iconic six-button vests and more are on the table in a series of new marketing materials.

### Sweets and savior-faire

LVMH applies its handcrafted approach to a set of luxury treats that fuse fashion and food for 24S' "La Patisserie."

A renowned "matre ptissier," the Israeli-born and Paris-based dessert master has teamed up with the digital shopping platform, corralling for a culinary celebration of fashion design. Mr. Spiegel produces commemorative cakes modeled after coveted luxury clothing and accessory items in new campaign clips.

Relics from iconic Italian, British and French fashion labels jumpstart a digital asset that depicts the culinary journey.



[View this post on Instagram](#)

A post shared by 24S (24 Sevres) (@24s)

The Fendi First handbag, Burberry Arthur Sneaker and Balmain's Six-Button Jacket make initial appearances on a spinning marble carousel.

Soon after, the artist is seen sifting powdered substances, extracting vanilla, cracking eggs and filling baking molds, hard at work on the project at hand. Each pastry features details that appear to align intentionally with elements of the item's original design.

Mr. Spiegel is shown sprinkling pistachios on a small Fendi First cake of a similar hue, for instance. The attention to detail is reflected in attending members' receptions.

"I came on Saturday and I took the Burberry and Balmain," comments one Instagram user, under a related post.

"Real hit!"

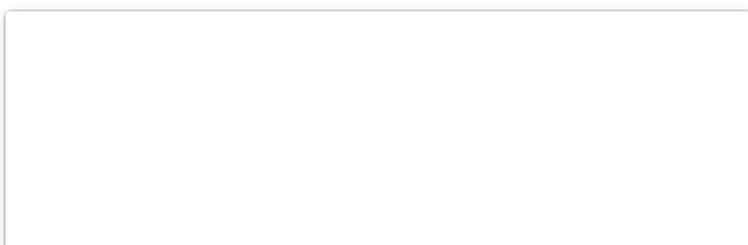


*'La Patisserie 24S' creations. Image credit: LVMH*

The account delves further into detail.

"Amazing taste combination, [and] the display in the shop is amazing," they say. "[It is] great to have the real and the pastry version."

The customer raises a solid point, in that the space that LVMH's subsidiary has constructed is structured almost as a pseudo-museum, showcasing the assorted edible items next to the real deal. In another campaign clip, the chef lends viewers who are unable to make the event offline an intimate guided tour of the shop online.



[View this post on Instagram](#)

A post shared by Tal Spiegel (@tal.spiegel)

A window display is apt for catching foot traffic from the street during the holiday season. Inside, display cases filled with pastries are supported by wall imagery, in-person product references and decorative enhancements that tie back to the ingredient composition of these sweet treats.

The one-of-a-kind pop-up is stationed in The Marais, a fashionable district nestled into the city's 4th arrondissement. Parisian residents and those close by the city can partake in the treats at 48 rue Sainte-Croix de la Bretonnerie in Paris until Dec. 14.

Mr. Spiegel captions his tour post simply.

"Here's a little about our project," he says. "We're here until Wednesday."

### **"24 Sevres"**

Launched in June 2017, LVMH positioned 24S as the online equivalent to Paris' department store icon Le Bon Marché.

Short for "24 Sevres," the shopping destination has since undergone a brand refresh ([see story](#)), updating its longer moniker. Its site features an expanded selection of more than 300 luxury fashion and beauty brands.

This includes established designers, as today the platform counts Louis Vuitton, Dior, Celine and Moynat as exclusive global partners, as well as emerging talent, including LVMH Prize winners ([see story](#)), for which this year's applications have opened ([see story](#)).

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