

FOOD AND BEVERAGE

## Louis Vuitton debuts culinary experience, exhibition in Paris

December 16, 2022



*Louis Vuitton's new Parisian experience highlights chocolate desserts featuring its branding. Image credit: LVMH/Louis Vuitton*

By LUXURY DAILY NEWS SERVICE

French fashion house Louis Vuitton and pâtissier Maxime Frdric are working together to create a new culinary experience in Paris.

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The destination, "LV Dream," is immersive and filled with french pastries inspired by the brand. A branded chocolate counter, cafe and gift shop selling Louis Vuitton pieces are now open for business, hosted by former department store La Belle Jardinire.

"My adventure with Louis Vuitton happened naturally," said Mr. Frdric, in a statement.

"It was an encounter between mutual aficionados of craftsmanship and beautiful things, especially indulgent things," Mr. Frdric said. "We both value the human touch and showcase workmanship."

Sweet teams

Louis Vuitton's semi-permanent space is a nod to its many artistic pursuits, having worked with artisans for over 160 years.

Mr. Frdric is the newest of the brand's collaborators, having made a name for himself with his chocolate artistry in the kitchens of high-end Parisian hotels. Guests can taste his chocolate at the Louis Vuitton Caf, while learning more about the brand's history.

Discover LV DREAM, a new cultural and culinary destination in Paris, created by [@LouisVuitton](#) and pastry chef Maxime Frdric, from December 15, 2022 to November 15, 2023.

Learn More: <https://t.co/ZXavTSWNVI> #LVMH #LouisVuitton [pic.twitter.com/zpzsavQo16](https://pic.twitter.com/zpzsavQo16)

LVMH (@LVMH) [December 15, 2022](#)

There are nine rooms within "LV Dream," all centered around past and current creative partnerships of Louis Vuitton, with each equally as engaging as the last, allowing guests to interact and explore.

The rooms showcase the creative work that Louis Vuitton has commissioned from other artistic entities. Among the rooms are "Leathergoods in Fashion," "Louis Vuitton: As seen by" and "The World of Vuitton according to Rei."

Guests will get to view a Louis Vuitton portrait that was digitally created by Chinese artist Cao Fei among other creations, including custom trunks decorated by Maison experts.

The latter items will be located on the lower level, while the cafe and the work of Maxime Frdric will be situated on the level above.

"Collaborating with Louis Vuitton is to be a part of the Maison's history, a history of passion and savoir-faire, where people are at the heart of each chapter," Mr. Frdric said. "I hope that with my team I can bring a touch of love and delicacy."

"LV Dream" will be open until Nov. 15th of next year. Reservations for the experience can be made at Louis Vuitton's [site](#).

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