

FOOD AND BEVERAGE

## Louis Vuitton celebrates Valentine's Day with Vivienne chocolates

February 13, 2023



*Chef Frédéric overseeing his confections at his cafe for Louis Vuitton. Image credit: Louis Vuitton*

By LUXURY DAILY NEWS SERVICE

French fashion house **Louis Vuitton's** Vivienne doll is to be the center of the Valentine's Day celebrations at the LV Dream pop-up in Paris.

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

Pâtissier Maxime Frédéric is bringing the doll to life via chocolate at his café and chocolate shop inside the pop-up. Creating a limited line of chocolate-covered marshmallow treats, Vivienne is now a festive dessert.

### Sweet memories

The chocolates are a personal affair for the chef, as they draw on his childhood memories and incorporate ingredients from his family farm.

Whites from the farm's eggs are whisked into a meringue to give the chocolate dolls a light texture. The meringue is then infused with Tahitian vanilla, bringing a note of luxury to the festive treats.

### *Voyage Culinaire: Maxime Frédéric's Chocolate Marshmallows*

The marshmallow base is coated in chocolate from French chocolatier Nicolas Berger. This process leaves a layer of air under the shell, resulting in a crispy, crackling texture bite.

LV Dream is a pop-up space dedicated to culture and cuisine housed within the former La Belle Jardinière department store in Paris. In addition to Mr. Frédéric's café, the space features a nine-room exhibition showcasing Louis Vuitton's 160-year history and legacy of exchange across disciplines and cultures ([see story](#)).

Punctuating the experience is a gift shop offering exclusive LV Dream branded items, as well as a number of Louis Vuitton home furnishings, accessories, and fragrances.

In addition to his work with the LV Dream café, Mr. Frédéric also serves as pastry chef at the Cheval Blanc Hotel in Paris.

The LV Dream at 2 rue du Pont Neuf, Paris is open seven days a week from 11:00 am to 8:00 pm through Nov. 15, 2023. Reservations can be made at the Louis Vuitton [site](#).

Those in Paris can also visit "Casa Eminente," named for LVMH-owned Eminente Cuban rum. This homey pop-up offers a taste of Cuban culture through a rotating array of cocktails, culinary classes and curated art ([see story](#)).

---

© 2023 Napean LLC. All rights reserved.

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