

FOOD AND BEVERAGE

Louis Vuitton partners with Michelin-starred chef for fusion concept

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The Korean eatery, "Ikoyi," is run by Chef Jeremy Chan and his London team who traveled to the maison to create new iterations of Seoul-based food. Image Credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house **Louis Vuitton** is exploring new cuisine on the fourth floor of its Maison Seoul.

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The label is partnering with a world-renowned, two-time Michelin-starred chef, Jeremy Chan, to showcase his fresh, new and distinctive take on Korean cuisine. Bringing his staff to Seoul from his London eatery, "Ikoyi," the team is creating true fusion food, bringing together the food of its own city and that of the Louis Vuitton spot.

"It's kind of an innovative menu inspired by my restaurant, my experiences and my interpretation of being in Korea," said Jeremy Chan, head chef at Ikoyi, in a statement.

"When the guests come here, I hope they come with an open mind to the experience."

Culinary craftiness

Mr. Chan seeks to showcase his signature "culture-meets-culture" style with this concept, highlighting seasonal local produce, global influences, diverse textures, heat and simplicity.

The three-prong lunch, afternoon and dinner tasting menus are crafted to delight and inspire, featuring fine dining creations such as Hanwoo beef, one of the most expensive meats sold on the market, known for its elaborate marbling. Other ingredients such as chilis, grilled octopus, peppercorn tea, baked sweet potato and white kombu all come together to form a diverse array with truly Korean flavors and London-leaning techniques.

Culture-meets-culture. At **#LouisVuitton** Maison Seoul, world-renowned Chef **#JeremyChan** of Ikoyi in London brings his signature approach to Korean cuisine using fresh local produce. Learn about the dining experience open through June 10th at <https://t.co/lktpC5Cz96> pic.twitter.com/gytllvNZIF

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The menu also features a robust selection of wine and champagne, which can be ordered by the bottle or by food pairing.

Dinner at the luxurious experiential concept costs \$261 or \$525 with wine pairings. Lunch costs \$186 or \$335 with wine pairings.

Limited-time in nature, Ikoyi at Louis Vuitton Maison Seoul is slated to remain open for a total of six weeks, closing on June 10, 2023.

Presenting Ikoyi at [#LouisVuitton](#). For a limited time, Chef [#JeremyChan](#) of the Michelin-starred restaurant in London has taken up residence at the Maison Seoul. Learn more about this unique dining experience open through June 10th.

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The maison has tapped into the culinary world's talent pool before, presenting food-fueled concepts in its home city of Paris ([see story](#)). "LV Dream" is a sweet spot, run by pâtissier Maxime Frdric, an expert in all things chocolate.

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