

FOOD AND BEVERAGE

Louis Vuitton chocolate shop lands in Singapore

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The spot is located inside the maison's Marina Bay Sands flagship. Image credit: LVMH/ARR

By LUXURY DAILY NEWS SERVICE

French fashion house **Louis Vuitton** taking its famous sweets concept to a new market.

Le Chocolat Maxime Frdric has landed in Singapore, named after its founder, who is the head pastry chef at Parisian luxury hotel Cheval Blanc. The chocolate shop is the maison's first outside of France, marking Louis Vuitton's continued engagement with its enthusiastic audience from the Asia-Pacific region.

"We began to see a lot of similarities between our work as pastry chefs and the skills of Louis Vuitton artisans, whether woodworkers or locksmiths for trunks," said Mr. Frdric, in a statement.

"This is all about artisanal craftsmanship, and is totally comparable to our craft as pastry chefs, bakers and chocolatiers."

Chocolate trip

Situated inside Louis Vuitton's Marina Bay Sands flagship in Singapore, Le Chocolat Maxime Frdric provides luxury shoppers with freshly made candies and desserts.



The chocolates are inspired by Louis Vuitton logos, motifs and design codes. Image credit: LVMH/ARR

Bolstering the retail destination's experiential appeal, the spot follows in the footsteps of the brand's Paris and Courchevel offerings. In the past, Louis Vuitton has also hosted pop-ups with its chocolate master, such as the LV Dream touchpoint at La

Belle Jardinière department store in France's capital city ([see story](#)).

Now, residents and international travelers in Singapore will be able to enjoy the assortment of sweets.

The bites draw upon the fashion label's aesthetics and design codes. Creations include Vivienne on Malle, The Petula and Monogram tablets, each expressing motifs in chocolate.

Mr. Frdric's personality is also said to inspire the shop, bringing to life edible savoir-faire through high-quality ingredients and meticulous craftsmanship.



Travelers and residents alike can enjoy Louis Vuitton chocolates within a luxury setting. Image credit: LVMH/ARR

Open daily from 11:00 a.m. to 10:00 p.m., visitors can find the location at Island Maison B1-38/39, 2 Bayfront Ave, 018972 Singapore.

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