



Press Release

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L'OBJET Launches Tenth Anniversary Dinnerware Collection At Alain Ducasse At The Dorchester

London, April 2014: L'OBJET, the luxury lifestyle brand renowned for its exquisitely crafted tableware and home accessories, is to launch its latest collection, *Sous Le Ciel*, through an exclusive collaboration with three Michelin star restaurant, Alain Ducasse at The Dorchester, this summer.

The collection was created by the brand's Founder and Creative Director, Elad Yifrach, in celebration of its tenth anniversary. There are two strands to the collection: the ancient Chinese inspired *Han* and the strikingly simple *Soie Tressee*. Both are available in white, white with platinum or white with 24k gold and include a full selection of tabletop items, from chargers and dinner plates to accessories including spice jewels and place card holders.

For the first time, one of the three private dining rooms at Alain Ducasse at The Dorchester will become 'Salon L'OBJET', and from 1st May until 31st July, diners using the room will be invited to select any combination of dinnerware and table accents from *Sous Le Ciel* before they take their seats. Ideal for special occasions for between eight and twelve guests, the Salon L'OBJET will offer a tailor made experience, with discerning hosts able to ensure that every detail from the tableware to the menu and wine pairing is perfectly suited to their party.

To enhance the experience, the restaurant's head chef Jocelyn Herland has taken inspiration from the *Sous Le Ciel* collection to develop a bespoke amuse bouche that will be served exclusively in the Salon L'OBJET and which will complement the restaurant's renowned seasonal menus.

With an elegant, hushed interior and a feature wall studded with green silk buttons that reflects Hyde Park opposite, the space provides an oasis of comfort in the bustling heart of Mayfair. Its serene aesthetic is the perfect setting for the launch of L'OBJET's latest collection of elegant dinnerware and provides a truly enchanting experience.

L'OBJET's *Sous Le Ciel* collection will be available to buy in Harrods from the end of March, and bookings for the Salon L'OBJET should be made by contacting the restaurant's reservations team. Bookings should be made well in advance, due to limited availability.

For further information, imagery or interviews, please contact Kate Champion at The Communications Store: katec@tcs-uk.net / 020 7938 5049

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Notes to Editors:

About L'OBJET

L'OBJET is the luxury lifestyle brand specialising in exquisitely crafted tableware, table accessories and home decor, founded by former interior designer Elad Yifrach. The brand's philosophy is to provide discerning customers with designs for the home that are both luxurious and functional, and crafted to the most exacting standards. Elad's commitment to absolute quality has seen him travel the globe many times over in search of the highly skilled artisans who help him bring his designs to life.

It is the techniques used by these artisans that set L'OBJET. While many of the brand's designs are modern in aesthetic, they have almost all been created using ancient methods, and using materials selected for their provenance and quality.

Elad founded L'OBJET in 2004 and the company is headquartered in New York, with stockists all over the world.

About The Dorchester

The Dorchester

The Dorchester is situated in the heart of London's Mayfair on Park Lane, with rooms and suites affording expansive views of Hyde Park. The Dorchester Spa reopened in May 2009 after a multimillion transformation to offer indulgent pampering in a glamorous art deco setting. A wide range of dining is available to guests in The Promenade, The Bar and The Grill. China Tang offers traditional Cantonese cuisine, while three Michelin star Alain Ducasse at The Dorchester is one of London's finest contemporary French dining experiences.

High resolution images can be downloaded from: www.leonardo.com/dorchestercollection

Dorchester Collection

Dorchester Collection is a portfolio of the world's foremost luxury hotels in Europe and the USA, each of which reflects the distinctive culture of its destination. By applying its unrivalled experience and capability in owning and operating some of the greatest individual hotels, the company's mission is to develop an impeccable group of the finest landmark hotels through acquisition as well as management of wholly-owned and part-owned hotels, and to enter into management agreements.

The current portfolio includes the following hotels (in order of them joining the group):

The Dorchester, London

The Beverly Hills Hotel, Beverly Hills

Le Meurice, Paris

Hotel Plaza Athénée, Paris

Hotel Principe di Savoia, Milan

Hotel Bel-Air, Los Angeles

Coworth Park, Ascot, UK

45 Park Lane, London

Le Richemond, Geneva