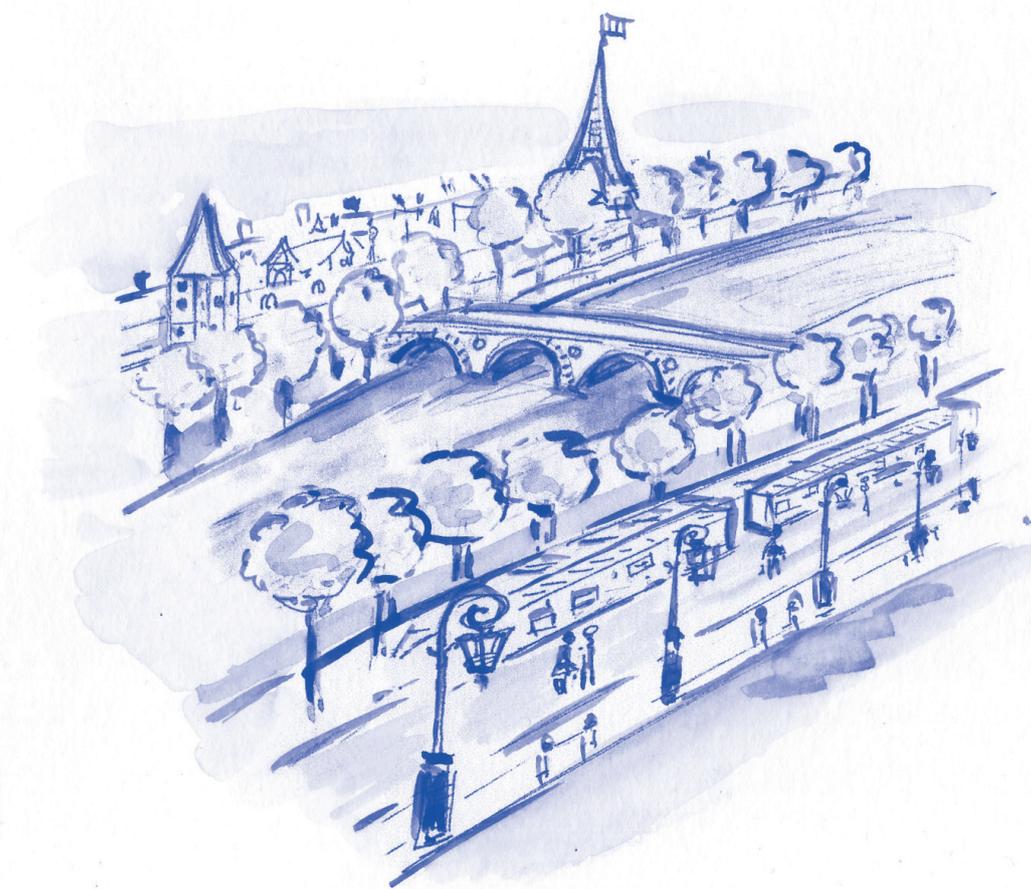


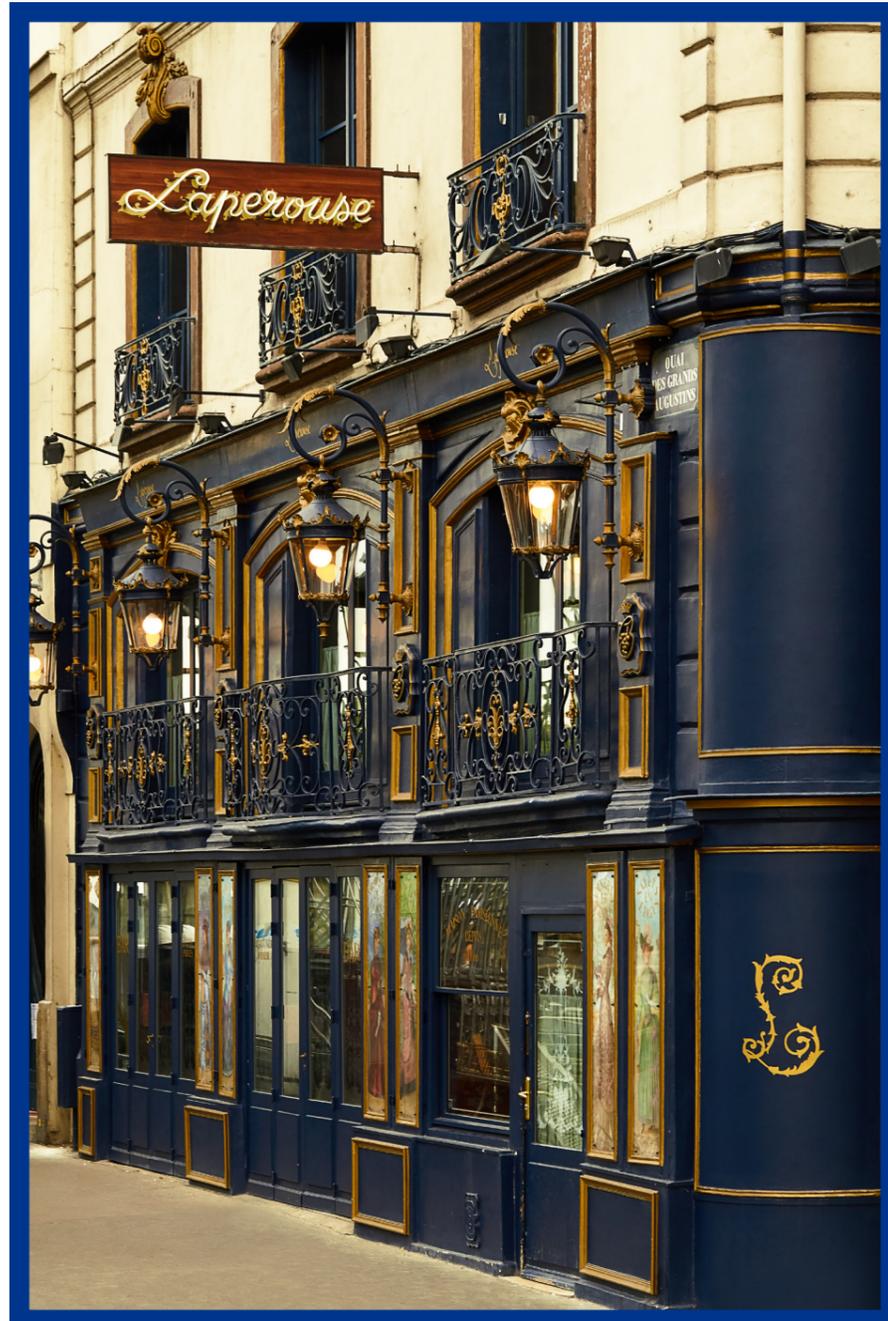
MAISON DE PLAISIRS

# Lapérouse

PARIS 1766



# LAPEROUSE



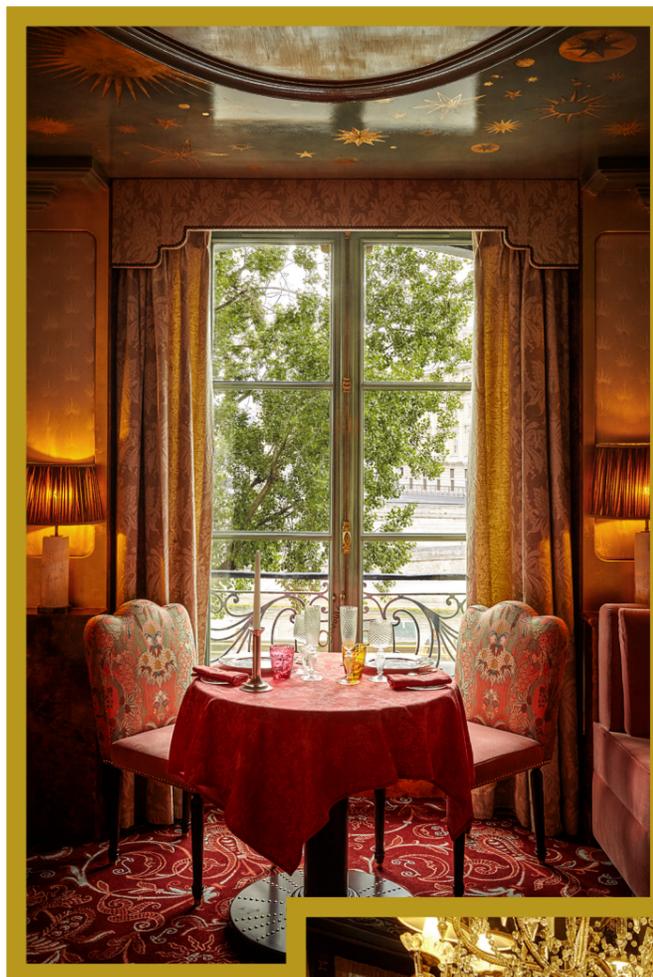
A fresh new look for a world-renowned Parisian gem. This iconic establishment has reopened its doors again following a painstaking restoration.

The aim of the restoration is to preserve the original features of this private townhouse dating from the eighteenth century and to retain its authentic character. This sleeping beauty, which has witnessed many an epic tale in a history spanning more than two centuries, has been roused from its slumbers and is being restored to its full glory.

It is ready to delight the Left Bank once again with its private dining rooms – the legendary Lapérouse salons – each with its own unique decor, and to open up one of the most jealously guarded wine cellars in Paris for the first time.







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## QUAI DES GRANDS AUGUSTINS

This historic establishment was founded in 1766 by Monsieur Lefèvre, limonadier du roi (purveyor of beverages to the King), who turned it into a wine merchants which swiftly earned a reputation for its prestigious Burgundy cellar.

Dubbed “Lapérouse” by Jules Lapérouse in 1840, it established its historic credentials as a showcase for the finest French gastronomy. It was one of the very first restaurants to be awarded three Michelin stars in 1933, which it retained until 1969.



Salon des Amours



## THE HAUNT OF THE GREAT AND THE GOOD

Steeped in history and legend in equal measure, it boasts a typical townhouse ambiance where discretion is assured, and its unique feature is its blend of animation and privacy. In its heyday, it was the favourite haunt of the Paris smart set; prominent figures from the worlds of the arts and politics rubbed shoulders there, with guests ranging from Zola, Maupassant and Baudelaire to Proust. Colette penned her novel *La Chatte*

at Lapérouse; Ernest Hemingway, Orson Welles and Winston Churchill were patrons; Serge Gainsbourg first set eyes on Jane Birkin there; it was the location for a scene in Woody Allen’s movie *Midnight in Paris*, starring Owen Wilson and Rachel McAdams; and played host to Michel Houellebecq’s wedding reception last year.





Salon Chinois



Salon des Quatres Saisons





Benjamin Patou

“Lapérouse has been an observatory of French life for three centuries. A place for conversation and gourmet indulgence whose ambience will now convey the image of an unpretentious venue serving one hundred percent authentic French cuisine.”

## EACH FLOOR IS A FRESH EXPERIENCE

Benjamin Patou, the renowned French creative entrepreneur and CEO of Moma Group, is the restaurant’s new owner and writing a new chapter in the building’s history, paying tribute to the cachet of the French lifestyle: “Lapérouse has been an observatory of French life for three centuries. A place for conversation and gourmet indulgence whose ambience will now convey the image of an unpretentious venue serving one hundred percent authentic French cuisine.” In order to achieve this, he has surrounded himself with a “dynamic dream team”.

The interior architecture of the restaurant is by Laura Gonzalez: “Lapérouse offers a vision of timeless decors which are chic yet elegant, capturing a spirit of idiosyncratic luxury in the romantic city of Paris.”

Cordelia de Castellane has created the graphic design and tableware: “This quintessentially ele-

gant Parisian location conceals a history of love affairs worthy of literature. The walls ooze Gallic sensuality and the legacy of Proust.”

Patou has secured the commitment of one of the leading lights of French gastronomy, Michelin-starred chef Jean-Pierre Vigato: “I told Benjamin Patou, not the Left Bank and definitely not Lapérouse! What changed my mind was this unique, magical, legendary Parisian venue. But like all unique, magical, legendary places, the challenges are never-ending. We have decided to draw inspiration for our menu from its history, with classic service in the traditional manner.”

Desserts will be created by renowned pastry chef Christophe Michalak: “I am going to enjoy recreating traditional iconic gargantuan desserts, which are ultra-indulgent but also ultra-modern, while working in harmony with the times.”



Laura Gonzalez



Cordelia de Castellane

“Lapérouse offers a vision of timeless decors which are chic yet elegant, capturing a spirit of idiosyncratic luxury in the romantic city of Paris.”





Salon de la Belle Otero



Bar





“I am going to enjoy recreating traditional iconic gargantuan desserts, which are ultra-indulgent but also ultra-modern, while working in harmony with the times.”

Jean-Pierre Vigato



Christophe Michalak



## A MADE-TO-MEASURE APPROACH

The unique and atypical atmosphere remains unspoilt, but everything has been renovated, refurbished and restored to its full lustre. The iconic salons including “La Belle Otéro”, “Les Amours”, “Les Sénateurs”, the “Quais aux Fleurs” and “L’Astrolabe”, to name but a few, will all have a facelift. The building as a whole boasts a blend

of the very finest materials – precious leathers, splendid draperies, restored original panelling, frescoes harbouring hidden details and subtle symbols, magnificent gilding – and an expertise which embraces all the values of the refined French lifestyle.

“Let us hasten to succumb  
to temptation before she strays.”

Epicurus



## LAPÉROUSE FIRES THE IMAGINATION

Stepping through the door on the ground floor is like leafing through the pages of a Jules Verne novel and experiencing thrill upon thrill; this is what makes every moment special. The tastes,

history, passions personalities and anecdotes which have defined this place – and will continue to do so – make it the ultimate Parisian destination for lunches, suppers and parties.



COMING SOON  
the  
“Café Lapérouse”  
concept

Antoine Arnault and Benjamin Patou are delighted to announce the opening of the “Café Lapérouse” in Spring-Summer 2020, in the Hôtel de la Marine, at 2 place de la Concorde, Paris. In this exceptional setting which reflects their taste for all things refined, they are planning to erect a shrine to sweet and savoury indulgence. A range of exclusive Lapérouse products will

also be debuted, showcasing both a spirit of innovation and a shared commitment to the values of a lifestyle which blends tradition in the making with elegance. There are plans in place for an international rollout of Cafés Lapérouse in the future.





M O M A G R O U P

P A R I S

Moma Group offers to its clients a comprehensive and original range of services thanks to its 800 collaborators who cover four areas of expertise related to the events sector: consulting, places, food and entertainment. Driven by strong values and by the ambition to be a game changer in the event industry, Moma Group has been known over the last two decades for the creation of new restaurants, venues and event strategies for a wide array of clients: corporations, brands and institutions.

Acquired in 2017, Moma Group's ambition is to bring this beautiful sleeping beauty back to life while preserving the soul of Lapérouse, a historic parisian house.

2018. Benjamin Patou, president of Moma Group, joins forces with Antoine Arnault and has a childhood dream: to add this venue to his panel of Parisian addresses and restore its splendour, as he likes to wake up sleeping beauties. Lapérouse is a story of «good company», he surrounds himself with talents and associates nourished by the quest for beauty and the art of living, driven by their passion for the magic of old Paris.

#### KEY FIGURES

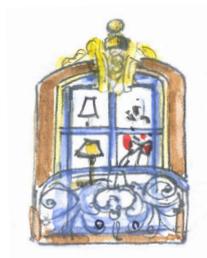
98M euros of turnover in 2018  
100M euros of estimated turnover in 2019

800 employees

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