

FOOD AND BEVERAGE

Saint Laurent brings exclusive culinary event to Paris Fashion Week

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Hailey Bieber, Steve Lacy and Henry Eikenberry star in a video promoting the brand's new Parisian culinary experience. Image credit: Saint Laurent

By LUXURY DAILY NEWS SERVICE

French fashion house **Saint Laurent** is teaming up with critically-acclaimed chef Peter Park on an experiential activation, kicking off at the brand's Rive Droite store in Paris.

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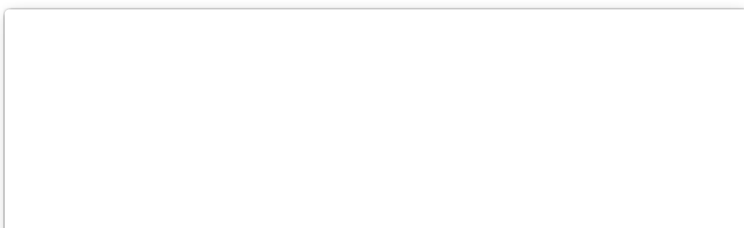
Highly regarded for its chef's choice menu and "omakase" meaning "face-to-face with chef" approach, Mr. Park's Los Angeles-based Japanese restaurant Sushi Park will join the luxury label for an in-store culinary event. Notable names like Hailey Bieber, Steve Lacy and Henry Eikenberry are assisting in the promotion of the activation, starring in a new digital asset from the brand, out today.

Parisian plates

From Sept. 28 to Oct. 7, creative director Anthony Vaccarello has invited Mr. Park to Rue Saint-Honor for two on-site evening services with curated selections.

WWD reports that guests who successfully make reservations will be seated in the brand's basement nightclub. Ceramist Daeyong Kim, friend of the chef, has also been invited to produce a line of ceramics exclusively tied to the event.

In a new video, Ms. Bieber, Ms. Harrier, Mr. Lacy and Mr. Eikenberry play a game of telephone to announce Saint Laurent's latest collaboration. Directed by Pierre-Ange Carlotti, the film shows Ms. Bieber trying to make a reservation for Sushi Park's home base in Los Angeles, only to find out the cult favorite is closed in favor of a brief residence in Paris.



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The Rive Droite boutique in Paris is at the epicenter of the fashion world, however, culinary considerations have not historically fallen to the wayside. The boutique previously hosted a Sant Ambroeus food truck.

The recent promotion of the Sushi Park collaborative effort is not the only time that Saint Laurent has called upon Hailey Bieber to add a sense of nuanced glamor to its campaign visuals. Ms. Bieber also lent her star power to the brand's fall/winter 2022 campaign ([see story](#)).

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