L Capital Asia Announces the Launch of the Luxury Lifestyle Dining & Entertainment Brand - Cé La Vi

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L Capital Asia, the Asian private equity business sponsored by LVMH Moet Hennessy Louis Vuitton (LVMH), today announces the launch of the luxury lifestyle, dining and entertainment brand CÉ LA VI.

The private equity firm aims to create a global family of glamorous, world-class dining and nightlife hotspots in key cities worldwide. The springboard for the bold vision was L Capital Asia acquiring a controlling interest in what was then known as the KU DÉ TA restaurant, bar and nightclub atop the SkyPark of Singapore's iconic waterfront landmark, Marina Bay Sands, and its sister venue on the rooftop of Sathorn Square in Bangkok in January, 2014. L Capital Asia today announced the launch of the Singapore location under the new name, CÉ LA VI.

Abbreviated from the French phrase, 'C'est La Vie' ('This is life'), CÉ LA VI aims to become "the international titan of lifestyle and sophisticated hedonism."

The new brand was officially launched today (4 June 2015), alongside the announcement of the July opening of a brand new venue on the top three floors of Hong Kong's newly reborn California Tower, located in the heart of the legendary Lan Kwai Fong dining and entertainment district.

The newly launched CÉ LA VI at Marina Bay Sands Skypark in Singapore, will also undergo a significant renovation this summer and take customer experience to the next level to further cement its position as the region's leading dining and entertainment venue.

Over the next five years, a bold expansion plan targets other key urban cities across the world, of which Dubai and Taipei are already in the works.

"This is the life that dreams are made of, life that is lived to the fullest, life at the top with unforgettable experiences that are flashed worldwide on social media. As the company builds this global dining and entertainment brand, we are on the lookout for sites in cosmopolitan capitals further afield, from Europe to the USA and wherever opportunities arise,"said L Capital Asia Managing Partner, Ravi Thakran.

"We are taking indulgence to new heights with unique experiences that stimulate the senses, elevate the spirit, amplify passion and fuel the pursuit of pleasure."

"Creating drama and inspired moments out of cuisine, mixology, music, culture and spectacular surroundings, CÉ LA VI will become a legendary name in top-end international lifestyle dining and entertainment, a world-class brand orchestrated with masterful precision and finesse, and time-honoured Asian hospitality.We like to say we are the love child of South-East Asian creativity and international hedonism."

"Born from a universally known French phrase that translates into 'This is Life', we believe there is no better name to sum up who we are and what we do - the pursuit of pleasure, passion and play and of living life to the fullest."

"We will only select locations that are the most coveted spot in the city, nothing less than a commanding presence with breathtaking panoramic views in the world's lifestyle capitals," said Ravi Thakran.

"With each venue occupying a distinctive soaring site with breath-taking 360-degree views at iconic locations in key cities, CÉ LA VI reimagines and reinvigorates the concept of the adult playground as it stands today," said Kirk Martin, Chief Executive Officer of CÉ LA VI.

The brand DNA for CÉ LA VI revolves around five core pillars: an iconic rooftop location commanding breathtaking views in a spectacular setting that transports guests to another world; an organic architectural design inspired by the many facets of Asian civilisation; a uniquely inspired and masterfully conceived Modern Asian culinary adventure; innovative cocktail mixology matched to Asian climes; and a myriad of entertainment from top local and international DJs to legendary nightly signature parties.

Paying homage to the South East Asian cultural heritage, the architecture and interior design take guests to another world, inspired by "the wonders of Asian civilisation." This includes décor tributes to 16th century Javanese poetry and prints, 18th century Balinese woodwork, and architectural symbolism of the

lost 9th century Khmer empire of Angkor Wat.

The award-winning, Hong Kong-based interior design firm AB Concept is spearheading the design of CÉ LA VI's new venue in Hong Kong, as well as the refurbishment of the Singapore venue.

An equally important pillar of each CÉ LA VI is Modern Asian cuisine led by highly accomplished chefs celebrating the freshest produce, unique creativity and "uninhibited gastronomic indulgence."

The stars of the culinary operation are our chefs, who previously spent several years opening Nobu restaurants globally as well as Corporate Executive Pastry Chef Jason Licker, who was last year crowned 'Iron Chef Thailand' for his enticing pastries and decadent desserts. They are part of the team opening the highly anticipated CÉ LA VIin Hong Kong. The Singapore culinary programme is led by Executive Chef, Frederic Faucheux, who has worked in various Michelin Star restaurants and helped to pioneer the Nobu outlet in Cape Town.

Mixology is another specialty, with "impossibly chic concoctions that capture the spirit of Asia," conjured by Head Mixologist Knut Randhem, Swedish-born mixology genius; a walking encyclopedia who uses his intellectual curiosity on spirits and the history of cocktails to inspire his life's work.

Finally, entertainment is the pulse of the brand. Head of Entertainment, Joshua Pillai, helms the largest resident DJ team in Singapore consisting of 14 stellar local DJs, and the newest superstar addition from New York, DJ Spinbad, who is also Russell Peters' official tour DJ and the most radio-syndicated DJ in the world. This makes CÉ LA VI the only club in Singapore to currently have an internationally renowned DJ as a resident. CÉ LA VI also hosts internationally renowned DJs, with state-of-the-art audio visual technology, which serves to makes them the 'talk of the town,' attracting the party glitterati with electric performances. Most immediately on Wednesday, 10 June 2015, American celebrity Lil' Jon is set to kick off CÉ LA VI as he plays guest DJ to the iconic Grey Goose parties, V Series.

CÉ LA VI's legendary signature parties know no limits, talked about long after they end for their "Gatsby-esque magnificence" attracting A-list guests and the party faithful. Start in the day with poolside BBQ parties as well as the famed Sunset Sessions, transitioning into an electrifying myriad of music from big dance floor hits at the main Club Lounge, to enjoying alternative house grooves at the SkyBar.

"CÉ LA VI will be as good as it gets, with the best of everything. Nothing less will do. Top locations, top cuisine, top mixology, top audio-visuals, top DJs and top entertainment. We define the art of cool, we raise the bar higher, and we will be an ongoing magnet for the jetset and international glitterati," said Global Marketing Director, Sara Paz.

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