



PALACE HOTEL TOKYO

World-renowned Chef Alain Ducasse To Debut New Restaurant at Palace Hotel Tokyo

TOKYO (May 9, 2019) -- Long lauded as one of the most esteemed hotels in Japan, [Palace Hotel Tokyo](#) will soon boast one of the country's most sought-after dining establishments. The iconic Japanese property is teaming up with DUCASSE Paris, founded by world-famous chef [Alain Ducasse](#), to unveil a brand new restaurant on its premises – scheduled to open on November 1, 2019.

After more than half a century in operation, Palace Hotel Tokyo's signature French restaurant, Crown, will permanently close its doors on July 28 to make way for the new venue. The new restaurant, which will bear the name ESTERRE, is set to become the first collaboration between a Japanese hotel and the world-renowned chef and restaurateur when it debuts at the beginning of November following a complete redesign by [SIMPLICITY](#), the design studio of award-winning Japanese interior designer Shinichiro Ogata.

Chef Ducasse and his team will be overseeing the new restaurant, where patrons can look forward to a new contemporary approach to French *haute cuisine* – an approach which aims to re-establish the connection with nature not only by bringing out the original, natural flavors of ingredients, but also by promoting the procurement of sustainable, organic, local ingredients.

“*Omotenashi* and *hospitalité*. I believe Japan and France share a sense of hospitality,” said Ducasse. “Whatever the apparent differences between the two cultures, their souls have the same vision of striving for excellence to anticipate their guests' expectations and offering them a moment of pure happiness.”

“ESTERRE at Palace Hotel Tokyo will deploy nature to the table,” he explains. “It will celebrate the best ingredients that Mother Nature has to offer each season and enhance the very essence of them. We will employ French culinary techniques that turn exceptional ingredients into sublime, elegant, contemporary dishes that are at once healthy, harmonious and sincere.”

ABOUT DUCASSE PARIS

With thirty restaurants in seven countries – from authentic bistros and casual brasseries to three Michelin-starred restaurants – a network of more than 500 addresses selected by les Collectionneurs in Europe, an international education division in culinary and pastry arts, handmade bean-to-bar chocolate shops and handmade coffee-tree-to-cup coffee shops, Alain Ducasse has developed, over thirty years, a different vision of the food service and hospitality industry re-grouped under Ducasse Paris, which he founded in 1999.

For more information on Ducasse Paris, please visit ducasse-paris.com.



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ABOUT SIMPLICITY

SIMPLICITY was established in 1998 in Tokyo, Japan. Pursuing the concept of cultural creation in modern-day Japan, the firm has designed and directed a wide range of projects in architectural, interior, product and graphic design. Major works include: architectural and spatial design for Sansou Murata in Yufuin (2004) and interior and spatial design for the University Museum's INTERMEDIATHEQUE (2011) for the University of Tokyo. Beginning with the Kyoto store in 2013, SIMPLICITY spearheaded the interior and spatial design for skincare brand Aēsop's stores in Tokyo, Yokohama, Osaka and Fukuoka, followed by design of the entranceway artwork and tableware for the Hôtel Plaza Athénée's signature restaurant 'Alain Ducasse au Plaza Athénée' in Paris in 2014.

For more information on SIMPLICITY, please visit: www.simplicity.co.jp/en

ABOUT PALACE HOTEL TOKYO

As the anchor to a USD 1.2 billion mixed-use development built entirely from the ground-up, [Palace Hotel Tokyo](#) commands some of the city's most exclusive real estate and incomparable views of the much-loved Imperial Palace gardens and the surrounding skyline.

Located at 1-1-1 Marunouchi, the contemporary 290-room hotel features 10 distinctive restaurants & bars – including exquisite Japanese and an Old World-style cigar & martini bar – as well as Japan's one and only evian SPA.

As heir to a legacy going back more than half a century as one of the city's most iconic properties, the hotel remains firmly rooted in its commitment to offer Japanese hospitality at its finest.

Drawing deeply from the country's history, culture and art, the [award-winning](#) hotel redefines luxury in Japan with sophistication and authenticity, presenting guests with the most bespoke cultural experiences to be had in Tokyo.

Palace Hotel Tokyo is the only independent Japanese brand hotel to ever be awarded the highly coveted Forbes Travel Guide Five-Star rating, the industry's most prestigious arbiter of luxury travel – a recognition which it first achieved in 2016 and has consistently held since.



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For more information, please visit our online Newsroom at en.palacehoteltokyo.com.

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