

Le Dîner en Blanc International's Cape Town launch

The official Le Dîner en Blanc International launches in Cape Town on Saturday, 5 April, 2014. The epitome of all things French, the Le Dîner en Blanc International was founded 26 years ago in Paris by Francois Pasquier, the exceptionally elegant pique-nique chic has evolved into one of the world's most sought-after social and culinary networks.

Pasquier's original picnic was held in the Bois de Boulogne; his concept brilliantly simple: bring a friend, a delicious picnic dinner and your finest etiquette, and dress in white to recognise the other guests. Fast track to 2014 and this epicurean phenomenon now extends to over 40 cities across five continents. From the Louvre Pyramid to Sydney's Bondi Beach, Le Dîner en Blanc has played out in some of the most iconic global settings.



Placed at the top of The Guardian's Holiday Hot Spots for 2014 and The New York Times' 52 Places to Go in 2014, Cape Town remains an exceptional destination. "That delicious sense of anticipation that precedes each city's venue announcement is a vital part of the Le Dîner en Blanc ethos," said Paris-based travel editor Inès Fragonard. "Cape Town offers some of the most incredible locations: Robben Island, Clifton Beach, the colourful spectacle of the Bo-Kaap - who knows where it will unfold? The city's mix of hipness and history is unbeatable and guests are guaranteed to be awed by the secret venue [of the launch]."

Secret in the City

Themed "Secret in the City", 2000 guests will be accepted to this inaugural Le Dîner en Blanc event. The extraordinary evening has been meticulously planned by a combined team of South African and guest French organisers, and the protocol is simple: bring your (white) dancing shoes, a gourmet picnic and table décor to rival Versailles.

Le Dîner en Blanc Cape Town has collaborated with an impressive group of partners, including Cape Town Tourism, The City of Cape Town, Iziko Museums, The French Institute, The French Consulate, Clarins, Avis and Air Mauritius. "It has been a privilege to work closely with such obliging, passionate professionals," said French global events specialist, Brienne Dior, who is temporarily based in SA. "We look forward to showcasing one of the most enjoyable and spectacular events

the city of Cape Town has ever seen."

Guests in Phases One and Two enjoy guaranteed registration priority as they have either attended a previous Le Dîner en Blanc, have been invited by a previous attendee, or secretly know the City Host Partners.

Phase Three opens to lucky members of the public, who first need to register on the waiting list via the official website. At a specified time, registrations will be opened on a first come, first served basis, payable immediately. The universal ticket price is USD40. Those who are successful will receive an email confirmation from Le Dîner en Blanc and Paypal. Go to <http://capetown.dinerenblanc.info> to register for more info and closing dates.

international.dinerenblanc.info

capetown.dinerenblanc.info

www.facebook.com/CapeTown.DinerEnblanc

For more, visit: <https://www.bizcommunity.com>