Beat: Lifestyle

LADURÉE CHAMPS-ÉLYSÉES: HOW PARISIAN HERITAGE MEETS THE ART OF THE FESTIVE TABLE

THE SIGNATURE CHRISTMAS LOG & EPIPHANY

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USPA NEWS - There are Places in Paris where Gastronomy is more than a Matter of Taste. It becomes Atmosphere, Ritual, Memory — an Expression of a Certain French Art De Vivre. At Ladurée on the Legendary Champs-Élysées, this Philosophy has long been Part of the Maison's Identity.

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For the Festive Season of 2026, Ladurée once again transforms its Culinary Universe into an Experience of Exceptional Refinement, bringing together Heritage, Artistry and Haute Pâtisserie in a Collection conceived as much to be admired as savoured.

This Year, the Maison invites Paris into a World of Stars, Golden Suns and Luminous Poetry, with an Artistic Universe imagined by Parisian Illustrator Jacques Merle. Drawing upon References as Diverse as the Splendour of Louis XIV, the Poetic Modernity of Jean Cocteau and the Visual Language of Georges Braque, Merle's Delicate Compositions create an Enchanting Dialogue between Art and Confectionery.

The Result is Unmistakably Ladurée: Elegant without Excess, Theatrical without losing its Delicacy, and Deeply rooted in the French Tradition of Beautiful Things.

- An Address Where Heritage Becomes an Experience
To enter Ladurée Champs-Élysées is to encounter One of those Rare Parisian Experiences in which Place and Pleasure become Inseparable.

Here, the Ritual of Pâtisserie takes on a Distinctly Glamorous Dimension. The Macaron, the Tea, the Entremets and the Festive Creations are not simply presented as Food; they Form part of a Larger Aesthetic Language — one in which Craftsmanship, Ceremony and Savoir-Faire are equally Important.

For the Holiday Season, this Philosophy extends from the Boutique to the Table. The Packaging Itself becomes an Object of Desire: an Icy Blue Backdrop illuminated by Radiant Suns, Gilded Stars and Shimmering Details. Designed by Jacques Merle, the Boxes are conceived to be opened, admired and, perhaps, preserved long after their Contents have disappeared.

It is a Particularly French Approach to Luxury: the Art of Making the Ephemeral Memorable.

- The 2026 Collection: A Celebration of Light
At the Heart of Ladurée's 2026 Festive Universe is the Idea of Light

The Collection unfolds like a Contemporary Fairy Tale, moving from the Anticipation of Advent to the Generosity of Christmas and finally to the Ritual of Epiphany. From the Pyramid-Shaped Advent Calendar to the Macarons, Eugénie Biscuits, Christmas Logs and King's Cake, every Creation belongs to the same Visual and Gastronomic Narrative.

The Pyramid Advent Calendar, inspired by Ladurée's Iconic Macaron Pyramids, turns the Countdown to Christmas into an Elegant Daily Ritual. Behind each Window lies a Maison Delicacy, transforming the Traditional Advent Calendar into a Decorative Object destined to live beyond the Season Itself.

But it is the Christmas Collection that truly reveals the Maison's Ambition for 2026.

- The Signature Christmas Log: A Sun at the Festive Table
For Christmas 2026, Ladurée's Signature Yule Log becomes the Emblem of the Collection.

Designed in the Radiant Form of a Sun, it is conceived not merely as a Dessert but as a Centrepiece — a Creation intended to command Attention before the First Slice is served. Created by Executive Pastry Chef Julien Alvarez, the Composition brings together a Crisp and Creamy Base infused with Venezuelan Cocoa Nibs, a Tender Almond Biscuit, Banana Caramel with Blue Vanilla and a Caramelised Vanilla Mousse.

Behind its Spectacular Silhouette lies a Deliberately Balanced Composition, combining Familiar Festive Indulgence with Refined Textures and Aromatic Complexity. It is a Dessert that encapsulates the Spirit of the Maison: Spectacle at First Glance, Precision at First Bite.

- The Christmas Collection, Reimagined Through Pâtisserie
The Signature Yule Log is joined by a quartet of Creations designed to carry the Ladurée Experience beyond Paris.

* The Vanilla Almond Yule Log combines Almond Biscuit, a Crisp Base, Salted-Flower Caramel and Almond Praline with a Light Vanilla Cream and a White-Chocolate-And-Vanilla Shell.
* The Ispahan Yule Log revisits one of Ladurée's most recognisable Flavour Signatures. Rose, Raspberry and Lychee come together through a Tender Pink Biscuit, Raspberry-And-Rose Crisp, Rose-Infused Mascarpone Cream and a Raspberry-Lychee Centre, enclosed in a White-Chocolate-And-Vanilla Shell.
* The Pistachio Yule Log takes a more Opulent, Nutty Direction, combining Pistachio Biscuit and Crisp, flowing Pistachio Praline, Pistachio Mascarpone Cream and a White-Chocolate-And-Vanilla Shell, crowned with a Pistachio Eugénie.

For Lovers of Deeper, more Intense Flavours, the Chocolate Hazelnut Yule Log Layers Hazelnut Biscuit, Chocolate-Hazelnut Crisp, Hazelnut Cream, flowing Caramel and Guanaja Chocolate Mousse. Each is created by Julien Alvarez and designed to travel throughout France in a specially Developed Format — allowing the Ladurée Festive Experience to reach the Christmas Table wherever the Celebration takes place.

- The Macaron, Dressed for the Festive Season
Naturally, no Ladurée Celebration would be complete without the Maison's Signature Macaron.

For Christmas 2026, Julien Alvarez introduces Two Limited-Edition Flavours: Pecan Praline and Caramelised Vanilla.
* The First brings together Delicate Pecan Macaron Shells and a Pecan Praline Cream.
* The Second pairs Vanilla-Dusted Shells with a Cream infused with Caramelised Vanilla.
* And then comes a Festive Interpretation of an Icon: the Gold-Shimmering Vanilla Macaron, finished with a Luminous Golden Veil.
It is perhaps the Simplest Expression of the Collection's Aesthetic Philosophy — take something already Quintessentially Ladurée and give it a Festive Glow.

- Eugénie: The Indulgent Counterpoint
The Maison's Eugénie Biscuits join the Celebration with Two Limited-Edition Interpretations: Pecan Praline and Speculoos Caramel.

True to the Eugénie's Signature Construction — a Crisp Shell, a Melting Centre and a Crunchy Biscuit — these Creations are designed around Contrasting Textures.
The Pecan Praline Version combines Vanilla White Chocolate with Pecan Praline and a Shortbread Biscuit coated in Milk Chocolate. The Speculoos Caramel Variation brings Caramelised Milk Chocolate, Spiced Speculoos Caramel and a Crisp Biscuit. They are Generous, Tactile and distinctly Festive — the Kind of Confectionery that invites Sharing, Gifting or Simply an Indulgent Moment of One's Own.

- From Paris to the Christmas Table
Ladurée's Vision for Christmas 2026 extends beyond the Champs-Élysées.

Selected Creations have been Specifically Developed for Delivery throughout France, allowing the Maison's Pastry Craftsmanship to accompany Celebrations far beyond Paris. Alongside the Christmas Logs and Macaron Collections, the Festive offering includes Traditional Candied Chestnuts, Seasonal Crackers, Eugénie Gift Boxes, Marshmallow Bears and the return of the Maison's Much-Loved Panettone.

The Latter arrives in Two Generous Versions: Chocolate-Gianduja, enriched with Hazelnut Pieces and Cocoa Nibs, and Ispahan, bringing together Raspberry, Rose and Lychee beneath Ladurée's Signature Macaron Crown. The Result is less a Catalogue of Christmas Products than a Complete Festive Art Of Living — designed for Gifting, Entertaining and Gathering around the Table.

- And Then Comes Epiphany
At Ladurée, the Magic of the Festive Season does not end with Christmas.

For Epiphany 2027, the Maison extends the Collection's Narrative with its "Signature Galette des Rois", available from January 1, 2027. Its inverted Puff Pastry is Crisp and Delicately Layered, concealing a Spiced Frangipane enriched with Caramelised Apples, a Ribbon of Cream and Fragments of Speculoos Biscuit. It is a Particularly Elegant Way to carry the Indulgence of December into the First Days of the New Year — when the French Table gathers once more around the Traditional Galette des Rois. The Transition is Beautifully Coherent: from the Golden Suns and Stars of the Christmas Collection to the Warmth and Conviviality of Epiphany.

- A Living Expression of French Art de Vivre
What makes Ladurée's Festive Universe compelling is ultimately not any Single Creation. It is the Coherence of the Experience.

* The Artistry of Jacques Merle.
* The Pastry Craftsmanship of Julien Alvarez.
* The Historic Identity of the Maison.
* The Glamour of the Champs-Élysées.
* The Theatre of the Christmas Table.
* The Intimacy of sharing a Macaron, cutting into a Festive Log or gathering around a Galette des Rois.

Together, these Elements create something Greater than a Seasonal Collection. They create an Invitation to experience Paris through Taste, Beauty and Tradition. At a Time when Luxury is Increasingly Defined by Authenticity, Craftsmanship and Emotion, Ladurée's 2026 Festive Collection offers a Particularly Parisian Interpretation:
* Heritage without Nostalgia,
* Glamour without ostentation,
* and Haute Pâtisserie transformed into an Experience to remember.

For those seeking an Exceptional Festive Moment in Paris, Ladurée Champs-Élysées remains far more than a Pastry Destination. It is a Stage for French Elegance — where Every Detail, from the First Golden Star to the Final Delicate Bite, is designed to make the Celebration linger.

Source:
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The 2026 Collection: A Celebration of Light
* The Signature Christmas Log
* The Macaron, Dressed for the Festive Season
* Eugénie: The Indulgent Counterpoint
* Epiphany 2027: Signature Galette des Rois, available from January 1, 2027.
* The Pyramid Advent Calendar

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