

Blancpain announces its collaboration with Michaël Michaelidis, three-time Michelin-starred chef for Joël Robuchon Restaurant Tokyo

Blancpain is delighted to welcome the three-Michelin-star chef Michaël Michaelidis into its circle of culinary friends. After having joined the Joël Robuchon family in 2011, whose ties with Blancpain have endured since the 1980s, chef Michaelidis has demonstrated outstanding skills throughout many countries ahead of his designation as Executive Chef for Joël Robuchon Restaurant Tokyo in 2017. Since then, he has consecutively acquired three Michelin stars.

In addition to its roles as partner of the Michelin Guide, official timekeeper of renowned culinary contests, and as reviewer of the world's finest restaurants in its magazine *Lettres du Brassus*, Blancpain timepieces have adorned the wrists of famous chefs for more than three decades. Today, the Maison is thrilled to collaborate with chef Michaël Michaelidis, whose three Michelin stars join the ranks of the Brand's award-winning circle of culinary friends.

Haute horlogerie and *haute cuisine* share a similarly rigorous discipline: the quality of a Blancpain timepiece and of a gourmet dish both rely on precise adjustments along with a subtle blend of tradition and creativity. The Maison's watchmakers, as well as chef Michaël Michaelidis demonstrate a fascinating ability to assemble a wealth of components and ingredients to create masterpieces. Time, moreover, plays a crucial role in the preparation of a refined delicacy. As a faithful curator of time since 1735, Blancpain will set the tempo in Joël Robuchon Restaurant Tokyo's kitchen, with dishes crafted to the pace of the Fifty Fathoms flyback chronograph from now on.

Chef Michaël Michaelidis

Born in 1982 in Cannes, Michaël Michaelidis' passion for cooking was ignited by his aunt, who owned a fine dining restaurant in The Netherlands. During his summer holidays, the young Michaël worked as an apprentice alongside her in the restaurant. Even at that tender age, his talent, diligence and meticulousness were evident.

Over the years, chef Michaelidis has been working with some of the most celebrated restaurants around the world. These include the two-Michelin-star *Palme d'Or* at Grand Hyatt Cannes Hôtel Martinez, three-Michelin-star *Le Louis XV-Alain Ducasse* in Monte Carlo, and *Spoon By Alain Ducasse* in Hong Kong, where he contributed to the award of the restaurant's second Michelin star.

Chef Michaelidis joined the Joël Robuchon family in 2011, as chef de cuisine of *L'Atelier de Joël Robuchon* in Hong Kong, which owns three Michelin stars. He particularly enjoyed the

open kitchen concept, which allowed him to interact with guests, and prepare his best dishes before their eyes.

After two years in Hong Kong, he moved down south to Singapore to take up a new challenge as Executive Chef of Joël Robuchon Restaurant at Resorts World Sentosa.

Chef Michaelidis received great recognition for his achievements from Joël Robuchon himself, and numerous awards from the Michelin Guide and The Forbes Travel Guide. In 2017, he was assigned as Executive Chef of Joël Robuchon Restaurant Tokyo, and has already acquired three Michelin stars.

Blancpain and the Art of Living

The encounter between the world of *haute horlogerie* and *haute cuisine*, between Blancpain and the Art of Living is entirely self-evident, whether in terms of their common attachment to fine craftsmanship, the importance placed on product quality, or the respect for terroir and traditions. These shared values also encompass the same quest for excellence, expertise, a sure touch and true passion.

Blancpain cultivates special ties with the greatest award-winning chefs, encompassing more than 100 Michelin stars among its circle of friends, past and present.

It all began in 1986, well before the current craze for haute cuisine, when the brand offered its friend Frédy Girardet a specially engraved watch upon winning the “World’s Best Chef” award. Three years later, Blancpain reiterated its commitment when the latter, along with Paul Bocuse and Joël Robuchon, were named “Chefs of the Century”. The Manufacture honoured them at the time by giving each of them an engraved watch commemorating the occasion. Since then, Blancpain’s circle of friends has continued to grow and now includes new names on the international gastronomy scene, including the Spanish chef Martín Berasategui, Edgard Bovier of Switzerland and Julien Royer from the Auvergne region of France, all of whom have been awarded stars in the Michelin Guide.

In 2020, Blancpain expressed its close connection with the famous Michelin Guide through a three-year global partnership. By way of this new collaboration, the Manufacture and the Michelin Guide intend to work together in promoting their touchstones of excellence, passion and expertise.

Blancpain is also partner of prestigious hotels such as those belonging to Relais & Châteaux.