Lenny Kravitz collaborates with Sushi Shop on their launch in America.

An innovative campaign between the brand and the artist, realised by the brand & musical endorsement agency

My Love Affair

As part of the opening of its first restaurant in New York on Madison Avenue early 2012, Sushi Shop and its consulting agency Les Gens de l’Atelier have asked My Love Affair to find of a celebrity that could both represent the city of New York city and France, where Sushi Shop was born.

The concept here was for the celebrity to design a new and limited edition of products while reflecting the image of the American city.

The mission could have seemed difficult to achieve but My Love Affair quickly identified and suggested the international singer Lenny Kravitz.

Put aside his international career as a musician with nearly 40 million records sold worldwide, Lenny Kravitz is also the founder of his own design studio launched in 2006 called Kravitz Design Inc.

For Gregory Marciano, founder of Sushi-Shop, "We are very proud that Lenny Kravitz accepted to partner up with our brand. In love with Paris as much as with New York, he worked on this project with great enthusiasm. This cooperation will allow us to create a special event in the United States for the opening of our first restaurant in NYC and will be a great way to smoothly introduce the refinement and quality of the brand’s product in the U.S.. My Love Affair clearly understood our issues by immediately suggesting the international artist that is Lenny Kravitz, which allowed the project to be realised in a short space of time".

For Raphaël Aflalo, co-founder of My Love Affair, "Lenny Kravitz and Kravitz Design Inc. studio. have an excellent reputation in the design world, so they immediately seemed to be the ideal candidates for this operation. Their recent clients include the Setai Hotel Penthouse Suite and the new hall of the Delano Hotel in Miami. We believe that the association of Lenny Kravitz with Sushi Shop is a very strong fit, which has lead to a valuable partnership between both parties".
The NYC BOX by Lenny Kravitz and Kravitz Design for Sushi Shop

Within a few weeks, Kravitz Design Inc. had put together the design of the NYC Box that will be introduced to customers during the opening of Sushi Shop’s first U.S. restaurant in Manhattan earlier next year. 15,000 units of this box will be produced and distributed in the US, but also in France, Belgium and Luxembourg where Sushi Shop has restaurants.

Inspired by the creativity of New York’s street art, its design is a subtle blend of various influences. 'Raw Like New York', tagged like a symbol in the streets of Manhattan, is the best possible reference to both Lenny Kravitz's musical roots and the quality of products created and designed by Sushi Shop.

About Sushi Shop
Founded in 1998, Sushi Shop is the European leader in catering, delivery and takeaway of sushi, combining around 80 restaurants in all major European cities.

By highlighting its culinary creativity, willingness to stand out from competition, its simple and elegant products, as well as the playful and exclusive wording of its menu, Sushi Shop does not communicate like anyone else. Word-of-mouth has strongly contributed to its international reputation. Indeed, the concept also works strongly abroad: Belgium, Luxembourg, Spain, Italy, Switzerland and the UK very soon, Germany or even the United States, with the opening of its first boutique in New York in 2012.

With its innovative design using luxury codes, its menu structured as a fashion collection, together with its high-end services and undisputed quality products, Sushi Shop is now part of the family of world wide premium brands.

About My Love Affair
My Love Affair is the international agency dedicated to bringing brands and artists together. The media agency was created by Cathy Guetta and Raphaël Aflalo, both respectively experts in the music and digital fields.

Based in Paris and London, the company is expected to rapidly grow internationally, due to a recent fundraising from some of the biggest names in Internet.

More information on www.my-loveaffair.com

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