

Salon du Chocolat

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Salon du Chocolat opened its doors from 10am Saturday, November 16, 2019 to 5pm Sunday November 17, 2019 in Hall 1B, Jacob K. Javits Convention Center on 655 West 34th Street, New York City. The Salon was all about presenting different chocolates and chocolatiers from all over the world such as Dorothy Cox Chocolates from Boston or Royce from Japan to the public. Obviously, the lines for all exhibitors were long because samples were free, their supply limited, and the variety great. Next to classic chocolates with hazelnuts, almonds, or alcohol also new and trendy creations with Macha tea or pretzels were presented. It was hard to resist the urge to sample each and every one of the chocolates and discuss their flavor with the other guests.

As a participant, even though chocolate is delicious, there is a certain point after which it all tastes the same (very sweet) and that's when people at Salon du Chocolat were able to take a break from sampling and watch the chocolatiers make filled treats by hand or, more interestingly, admire garments by David Woolard and Dede Ayite. The designers were experimenting with chocolate in fashion and for example attached chocolate spangles to their works. In fact, they made chocolate a main element of their designs by using different types (white, dark) or shapes (spherical, squared, splosh) of the sweet temptation. Some accessories such as hair bands, bags, and hats were even exclusively made of chocolate. Like the event itself, the garments were not made to last and therefore it was not surprising that towards the end of the exhibition one of the chocolate bags melted and dropped from its mannequin. Whether this was planned to happen or not, the designs were surely unusual and interesting to look at; and for those visitors who were not that much interested into fashion the event was definitely one thing: delicious.