



FOR IMMEDIATE RELEASE

**LADY L - AN ORIGAMI POP UP BAR UNVEILS AT GROW
FOR A LIMITED SEASON (DECEMBER 2018 TO END FEB 2019)**



Bali's foremost farm-to-table dining restaurant – Grow, which started a year ago, with a healthy culinary concept, initiated by ex-Chef Ryan Cliff, (from Singapore's Tippling Club) has now evolved. To continue the fervour of his culinary footprints, the Grow team etches up the gastronomic creativity to extend its sustainable concept by launching an iconic, eye catching pop up bar called LADY L.

Located on the ground level, Lady L is a spin off inspiration from the 1965 movie Lady L, a comedy film based on the novel by Romain Gary and directed by Peter Ustinov. Starring Sophia Loren, Paul Newman, David Niven and Cecil Parker, the film focuses on a vivacious Corsican lady as she recalls the loves of her Life, including an anarchist and a Parisian aristocrat.

Lady L seeks to unleash a sense of modernity, femininity and organic charm. Adapting the latest design trend of paper origami and delighting fashionable and digital nomads with a relaxing and chill place to unwind, the new Lady L bar is decked in paper flower pops and pastel memorabilia.

An invigorating canape and cocktail menu designed using the island's freshest and popular ingredients and fruits is the highlight of Lady L. Dainty bites, thirst quenching cocktails make the dining and drinking experience fun and instagramable.

GROW

Jl. Raya Petitenget No. 8L
Seminyak - Petitenget
80361 Bali - Indonesia

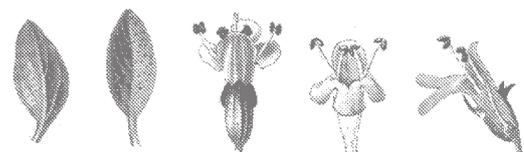
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Figuratively speaking as a personality, Lady L embraces empowerment, passion, love and appeal. Just like legendary Actress Sophie Lauren, who mimics Life with zest and oomph, filled with love and surprises, Grow's Lady L bar evokes mystic, relaxation and bonding, a place for those who wish to disconnect from the hustle and bustle momentarily and to soul search their Desires in Life alone, or with friends or love ones.

The eye catchy bar design, a juxtaposition of familiar feel refreshes the eye with a new mood, enhanced by its delicate flower petals and natural motifs. Formality is deconstructed to create a fresh, whimsical vibe.

"GROW has continued in this new season to revolutionise culinary by creating an extension line of experiential and artisanal food and beverage"

"These days customers look forward to new facets of enjoying their cuisine, whether light or heavy, the trend is to offer more than ordinary, to allow fluidity in the brand but retaining its core ingredient-using locally-sourced products and exporting western influence in the cooking methods."

Located on the trendy strip of Seminyak- Petitenget, Lady L is far from your ordinary cocktail bar. An iconic heartbeat in Seminyak- Petitenget neighbourhood full of hip culinary gems, Lady L is ready to rock the island and delight the palate with a keen insight into Bali's diverse food and beverage scene, distinctively differentiating herself from the masses of bars and hotspots.



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NOTE TO THE EDITOR



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Grow, located on the rooftop, continues to serve up Celebrity Chef Ryan Cliff's authentic famed dishes such as Moms Leek Potato Soup, Steak Tartar, Chicken thigh, Pork Belly, Basil lemon tart and Roasted Mango.

Grow is established to introduce healthy, impressionable fresh and sustainable modern European and Asian cuisine, with a focus on fresh ingredients, then comes taste, texture, temperature, smell and sound. A revolutionary farm-to-table concept, Grow's cuisine is uniquely complemented and paired with a bespoke cocktail menu, featuring blends that use the island's signature fruits, spices and greens.

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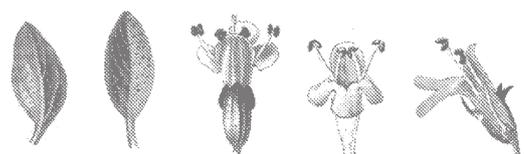
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