

TONI YOUNES

Founder of Paul Lafayet

Toni belongs to a long line of entrepreneurs. In 1985 he started his journey around the world by setting up his design trading company, revisiting existing products and reinventing them. 20 years later he turns his eye to French Patisserie, a Classique domain yet to be revamped. By living in Hong Kong, he understands the palate varies strongly across the globe but everyone does have a sweet tooth even if slightly sweet. He, then, takes up the challenge to create the finest patisserie with the least sugar inside and the best raw materials from around the globe. The signature product Crème Brûlée from Paul Lafayet is the incarnation of this philosophy. Smooth, crispy and lightly sweet. A simple recipe made with fine handcraft and outstanding raw materials. Since then, it has set the standard of new patisserie and Paul Lafayet strives to lead this movement of creative and modern sweets.

