

# SETTE

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## A MODERN CLASSIC

# THE DUCHESS

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Set inside a restored 110-year-old building that once housed the Dutch Kas Bank, **THE DUCHESS** offers one of Amsterdam's most elegant dining experiences. The space is rich in detail: marble floors, ornate ceilings, soft lighting and polished service. Located in the former W Hotel atrium, the restaurant combines architectural heritage with a clear design philosophy rooted in elegance, comfort and restraint.

We met Yossi Eliahoo, co-owner and founder of **THE ENTOURAGE GROUP**, inside this setting for a conversation over dinner. Known for creating spaces like **MOMO Restaurant, Bar & Lounge**, **MR PORTER Steakhouse, Bar & Lounge** (Amsterdam, Barcelona & London) and **IZAKAYA Asian Kitchen & Bar**, Yossi doesn't just open restaurants. He builds full experiences. At **THE DUCHESS**, this is immediately visible. The staff are warm, the service unforced and the atmosphere calm without being quiet. Dishes arrive with precision, but nothing feels mechanical. It is a space designed not only to impress but to welcome.

With a decade since **THE DUCHESS** first opened its doors, the concept feels as fresh as ever. Over our conversation, Yossi shared his thoughts on timelessness, hospitality and the creative process that brings it all together.

**SETTE:** What's your connection to **THE DUCHESS**? How does it reflect your own taste in hospitality?

Yossi Eliahoo: I created the world of **THE DUCHESS** – from concept to name to design – the way you would build a film. There is a script, casting, costuming, every

little detail from the tableware to the graphic elements. The interior, the bar, the menu: it is all connected. You see heritage, yes, but it is not traditional. It is contemporary, clean, timeless.

**What makes a restaurant timeless? Especially in how it looks and feels?**

You do real food. You don't chase trends. Same with interiors. You make it feel good, balanced, honest. That doesn't mean plain. Some places go over the top. They look amazing once or twice, but you don't return. Then there are places where you can go for twenty years. The look holds up. It is not about trends. **MOMO**, my first restaurant here, opened 17 years ago and still feels fresh. That is what timeless means to me.

**Is that balance hard to achieve? Were there challenges early on?**

It is always a challenge. You need to adapt. What works in Amsterdam doesn't always work in Munich. We never copy and paste. Each **MR PORTER** is different, but they share the DNA. And you have to be careful that design doesn't overpower the experience. Balance is everything. Interior, food, guests, mood. It all has to match. Cities are different too. Amsterdam has its own rhythm compared to Hamburg or Munich. You have to read each place.

**THE DUCHESS is in a historic building. How do you approach a space like this?**

You use what is already there. We didn't cover the walls.



We brought elements back: windows, mirrors, woodwork. Things that were lost when it was an office building. We restored what was here and gave it new life.

**How do you develop that kind of taste or vision? Is it instinct?**

It is experience. I started washing dishes at 15. I worked every role: bars, kitchens. Some people invest in restaurants. I have lived them. And I know how to build a brand. Before design, I write the brief. Who is **MR PORTER**? What does he look like? What does he wear? The designer cannot guess. You don't give everyone the same outfit. You have to match it to the personality.

**What's next for THE ENTOURAGE GROUP?**

We returned to London in April to open the flagship **MR PORTER**. It marked an important step. London remains a global capital for hospitality, fashion, music and finance. It is the premier league. Opening there was a true challenge, but also an exciting one.

More information: [www.the-entouragegroup.com](http://www.the-entouragegroup.com)

