

## 'The Decadent Handbook': Authors paid in La Fee Absinthe!!

Submitted by: La Fee Absinthe

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La Fée Absinthe sponsored the launch of 'The Decadent Handbook' this week on Tuesday night in central London, at an absinthe-fuelled party attended by contributors and journalists.

'The Decadent Handbook' by Dedalus Books, sponsored by La Fée, is designed as a handbook for the modern "libertine" and is edited by former Erotic Review Editor, Rowan Pelling, together with James Doyle and Amelia Hodsdon. All contributors (those still living by the time of publication) decided their remuneration should be La Fée Absinthe, the true spirit of decadence!

Featuring "contributions by the bad, dangerous and eccentric free spirits of contemporary society", the handbook is described as being "The ultimate lifestyle guide for people who want to transform the spirit of the age, or failing that, ignore it altogether!" Dedalus are renowned for their very distinctive genre of intellectual fiction, further details of which can be seen on their website [www.dedalusbooks.com](http://www.dedalusbooks.com). 'The Decadent Handbook' is featured among their 'Top Ten Books'.

The novel arrangement between La Fée and Dedalus was set between George Rowley, British founder and owner of La Fée, and Rowan Pelling. Ms. Pelling still describes the absinthe party Rowley provided a few years ago to The Erotic Review as "the best party we ever had!". Both attended this week's launch party for 'The Decadent Handbook'.

Rowley, 42, an absinthe expert and entrepreneur largely responsible for the modern absinthe revival, said his support of the book and the unusual liquid payment arrangement was an obvious choice for him:

"Absinthe has been associated with some of the greatest art, literature and decadence in the world ... and I was only too happy to support 'The Decadent Handbook'. Some of the greatest artists and writers of the 19th & 20th century were also some of the most colourful and decadent, and many of them used absinthe or "the green fairy" – "La Fée Verte" – to aid their creativity. Who can forget the works of Vincent van Gogh, Toulouse Lautrec, Oscar Wilde or Ernest Hemingway – all of them enjoyed absinthe and produced some of the finest art and literature the world has ever known."

Rowley who is himself interested in the arts and literature, and whose brand La Fée is now sold worldwide (except for the USA, where absinthe is still banned!), has an interesting theory that some of the astonishing output and quality of works produced by artists during the French impressionist period in the late 19th century was largely down to absinthe, at a time when the strong green spirit was more popular in France than wine.

For those who wish to stock up with absinthe for their own decadent Christmas party, or buy it as a Christmas gift they can order online from Rowley's website: [www.lafeeabsinthe.com](http://www.lafeeabsinthe.com) .

Here you'll find the decadent drink of the evening La Fée Parisienne and its modern counterpart La Fée Bohemian plus all the absinthe accessories associated with the absinthe-serving ritual, such as absinthe spoons, glasses and absinthe fountains. La Fée can also be purchased at various outlets nationwide including Tesco and Threshers, and for those fleeing the country, at the World Duty-Free shops

at Heathrow and Gatwick!

'The Decadent Handbook' and 'The Dedalus Book of Absinthe', which feature George Rowley and La Fée Absinthe, are currently included in Dedalus' Top Ten Books on their website [www.dedalusbooks.com](http://www.dedalusbooks.com) and both books can be ordered online from [www.Amazon.com](http://www.Amazon.com)

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**PRESS:-**

For further information or a quotation/interview with George Rowley, founder and owner of La Fée Absinthe, contact George directly via his office on 01992-511445 or email [alison.freeman@lafee.com](mailto:alison.freeman@lafee.com) .

Further information on the company and La Fée product range can be found on website [www.lafeeabsinthe.com](http://www.lafeeabsinthe.com)

**Photos:**

High resolution Digital photos of this week's party and guests available on request including portrait of Rowan Pelling with George Rowley, absinthe-drinking guests, plus product shots of La Fée Absinthe and absinthe accessories.

For photos call Martin Cutbill at La Fée on 01992-511445 or email him at [martin.cutbill@lafee.com](mailto:martin.cutbill@lafee.com)

