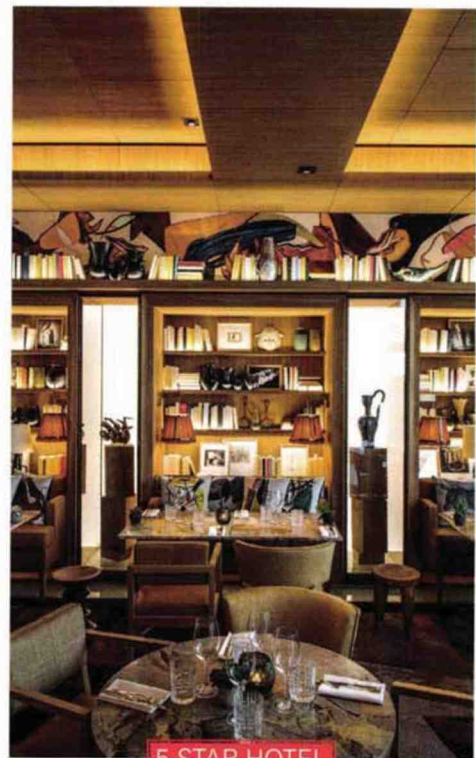


PARIS

CAPITALE



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BRACH PARIS

Relaxed luxury

In October 2018, the Evok Group launched a new 5-star concept in the 16th arrondissement of Paris.

The hotel was designed by Philippe Starck, who invented a relaxed form of luxury in a nomadic setting inspired by the 1930s.

Starck works another miracle. In the heart of the La Muette district, the virtuoso designer transformed the 7,000 sq. m. surface of an austere 70s mail sorting center into a temple of glass and foliage. Part of the Evok Group, the Brach commissioned the star designer to restyle the eight-floor building in the Parisian West. Philippe Starck successfully captured the spirit of the 30s, infusing the complex with the essence of Bauhaus, beginning with the 59 rooms (24 to 42 m²) lined with rosewood panels and enhanced by ornaments, sculptures, masks, engravings, lithographs and novels and books replaced at the end of each literary season. That varied artistic offering turns each room into a haven of peace and beauty, making overnight guests feel they are 'at home'. The tones and materials are warm, bringing together wood and leather, but also concrete, glass, mirrors, metal and marble. The combinations are all

the more expressive in the seven suites (60 to 200 sq. m.) on the fifth and sixth floors, which all have shady terraces equipped with Norwegian tubs. On the seventh floor, the Brach le Potager terrace overlooking the roofs of Paris is open in fine weather from 6.30 pm to midnight with reserved access. It presents a stunning 360° view of the capital dominated by the Eiffel Tower. If not for this urban panorama, you might think you were in a country garden between a lively henhouse and an old-style kitchen garden where aromatic herbs, vegetables and fruit ripen under the Paris skies. Indeed, earthly food is a special priority at the Brach, where king of cuisine Adam Bentalha supervises the restaurant menu. The chef – who learned his trade in the greatest Paris establishments – presents healthy, delicious dishes touched by the Mediterranean sun, from South Europe to North Africa, taking in the Middle East. The travel décor all in wood and