

**EVOK**

hôtelscollection

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**PRESS KIT**

Discretion and courtesy, passion and charm. The art of the welcome lies at the heart of our exclusive establishments.

EXCELLENCE



BRAND PORTRAIT

Experience elegance with a French touch. The authenticity of a neighbourhood. Excellence in hospitality.

Creating living spaces. Generating emotion. Introducing irresistible places in international main cities, the French group EVOK treats EPICUREANS to a collection of unique hotels artfully integrated into their surroundings. Each neighbourhood boasts its own individual character, history and feel that this sensory architecture offers up to visitors to interpret as they see fit. Locals and travellers alike.

A gourmet restaurant overlooking the tranquil gardens of the Palais Royal. Haussmann-inspired nights and arty events at the Nolinski, near the Louvre dinner at the Brasserie Réjane or a quick lunch at Rej. The authentic, cosy comforts of a chalet in Courchevel. A quirky stay at Brach in the 16th arrondissement, in a genial blend of rooms, terraces, a rooftop vegetable patch, a gym, delicious pastries and restaurant. Uninhibited and impertinent luxury in le Marais at Sinner and stunning view at Cour des Vosges, place des Vosges.

In 2014, EVOK began work on its very first Parisian hotels before embarking on its adventures in Venice, Barcelona, Rome, Madrid and other iconic cities. Locations are carefully selected to offer authentic experiences, inspired by the spirit of EMULATION shared by the trio Pierre Bastid, investor; Romain Yzerman and Emmanuel Sauvage, business developers.

Variations on the same theme of EXCEPTION, in which each establishment is given its very own personality by a renowned designer. Christophe Tollemer; Jean-Louis Deniot, Philippe Starck, Tristan Auer and Lecoadic & Scotto were the first to breathe their creative vision into the hotels, designing custom-made furniture to sit alongside precious materials and works of contemporary art. A sense of harmony in which enthusiasts and some of France's top award-winning craftsmen share their know-how with guests. EXCELLENCE in respect. ELEGANCE in hospitality. The art of the perfect welcome orchestrated in refined suites with engaging living spaces, subtle details and courteous staff devoted to well-being.

A journey for all five senses, steeped in Emotions to share, feeling completely at home.

EVOK's visual identity and charm cultivate unforgettable EXPERIENCES with a capital E. A steady desire to return, to live in the moment, to touch on timelessness.

An intense journey for all five senses to be shared. Simple living, just like at home.

EMOTION

From precious materials to attentive staff: refined conviviality with a French touch.

ELEGANCE

Living spaces with character. Custom-made pieces by renowned designers and architects.

EXCEPTION

A collection of moments to be savoured through the authentic charm of each neighbourhood. Designed for locals and travellers alike.

EXPERIENCE

All things bright and beautiful for an unforgettable sense of well-being.

EPICUREAN

Innovative spirit, a melting pot of ideas, dreams turned reality. Creators of experiences.

EMULATION



EVOK

ESTABLISHED IN 2014

NUMBER OF EMPLOYEES 350 (including 15 at headquarter)

OPENED PROPERTIES 5

ONGOING PROJECTS 3

GLOBAL INVESTMENT 400 Million Euros



**PALAIS ROYAL RESTAURANT**  
Gastronomic restaurant  
in the gardens of the Royal Palace.  
First star to guide Michelin in 2017

**CHEF**  
Philip Chronopoulos

**DIRECTOR OF THE RESTAURANT**  
Ahmad Houmani

**OPENED IN**  
June 2015

**LOCATION**  
Paris 1<sup>er</sup>, Jardins du Palais Royal

**NB. OF EMPLOYEES**  
20

**DESIGNER**  
Christophe Tollemer

Set in the Jardin du Palais-Royal gardens, right in the heart of historic, artistic and creative Paris, the Michelin-starred Restaurant du Palais Royal has shown a new face since 2015. Decorated by Christophe Tollemer, it pays homage to its environment.

After being bought in November 2014 by Evok Hôtels Collection, who invested nearly 2 million euros, the place has been completely redesigned.

In the main room of 50 covers, there are works of art by Pierre Camille-Roy and large bay windows overlooking a garden, recreating a contemporary atmosphere in harmony with the gardens. Upstairs, the two private lounges immerse you in the world of a Parisian apartment, ideal for confidential lunches and intimate dinners "like at home".

In fine weather, the terrace is transformed to welcome guests for lunch and dinner in the heart of the garden. On selected nights in the summer, it thrills to the sounds of Jazz Thursdays, where gypsy jazz aficionados enjoy great music and food.

For the cuisine, Chef Philip Chronopoulos focuses on the authentic and makes the ingredients the centre of attention.



**HAMEAU DE LA VOLIÈRE**  
3 luxury chalets  
Nanuq, Bastidons et Cryst'Aile

**OPENED IN**  
Décembre 2015

**LOCATION**  
Courchevel 1850

**NB. OF EMPLOYEES**  
30

**DESIGNER**  
Christophe Tollemer

Available for rent together or separately, these cottages offer a unique experience through personalized service. Here, the art of living in the French way is unveiled and is distinguished by a decoration with contemporary lines mixing both old wood and stone. Set on the mountainside, with privileged access, they can accommodate up to 12 people per chalet. Spread over 5 floors fully equipped with a high-tech home automation, the chalets have large rooms, large terraces or balcony.

Many areas are dedicated to relaxation: swimming pool, spa, cinema room, billiard, library, large lounge or bar.

The Nanuq also has a mezzanine with corner dedicated to children.

Side services, it is possible to call a concierge, a butler, a chef, a sports coach or the babysitting service.



NOLINSKI PARIS  
45 rooms and suites  
Nolinski, Brasserie réjane & rej  
Hôtel, Spa - Brasserie, Grand  
Salon, Take Away, Épicerie Fine

OPENED IN  
July 2016

LOCATION  
Paris 1<sup>er</sup>, Louvre

NB. OF EMPLOYEES  
110

DESIGNER  
Jean-Louis Deniot



Moments away from the Comédie Française and the Palais Royal gardens, enclosed between layers of history and Haussmann elegance, lies a temple to art and life à la française: the NOLINSKI. Owned by the EVOK group, this breathtaking, characterful haven bears the hallmark eclectic refinement of decorator Jean Louis Deniot. A minimalist reception made from Carrara marble.

Excellence in respecting our guests. Excellence in hospitality. In the quiet discretion of its private apartments, this private home safeguards the secrets of the art of living, in a space where contemporary aesthetics and classical prestige meet enchantment and flair. Designed for locals and travellers alike. From bright, luminous rooms and a mineral spa to the Réjane brasserie and the hushed tones of the Grand Salon, each space is an invitation to let the senses roam and emotions rise. An intimate setting scented with spices and musk, a musical atmosphere and the warm softness of velvet or tweed. Hues of blue and emerald green, precious materials and custom-made furniture and furnishings intertwine to orchestrate a lyrical and harmonious ensemble. Conviviality served with passion. The passion of Epicurean experiences and unimaginable dreams, where the art of attention to detail intuitively paves the way for mystery. Visitors wander through a world in which luxurious comforts, works of art and Parisian authenticity coexist.

Welcome to the inner circle, a gallery of precious moments.



BRACH PARIS  
59 rooms and suites  
Hôtel, Club de sport,  
Restaurant, Bar,  
Pâtisserie, Potager

OPENED IN  
Summer 2018

LOCATION  
Paris 16<sup>e</sup>, Trocadéro

NB. OF EMPLOYEES  
165

DESIGNER  
Philippe Starck



# BRACH

UN STYLE DE VIE À PARIS

Intelligent, cultivated, romantic, BRACH is a true Parisian, with its own codes, a personality, a healthy mind in a healthy body. Its name evokes energy and culture, as well as extravagance and rigor. Generous, homely, it illuminates the values of sharing and balance.

A collision with the cultural pioneers of the past, blended with a cosmopolitan and modern Paris. There is something of Bauhaus, of Dada and its cohort of Surrealists in BRACH's genealogy. Multi-cultural influences from Africa, Asia and Brazil are echoed there too. Intimate and open at the same time, BRACH is a combination of contrasts and opposites that complement each other without clashing. A surprising and debonair living patchwork. This mood is reflected in its rich identity, always at the cutting edge.

BRACH IS A SAWVY BALANCE OF WELLBEING, CULTURE, ART, DESIGN AND LIFESTYLE.

BRACH, un style de vie à Paris.



# COUR DES VOSGES

LE MARAIS • PARIS

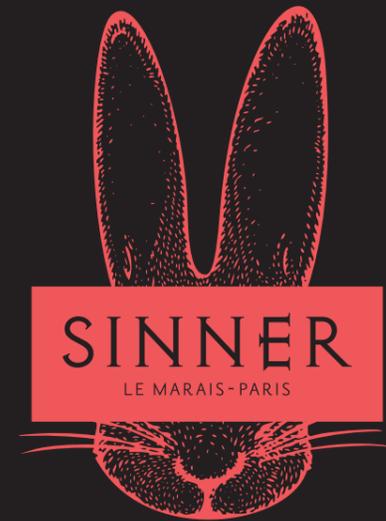
COUR DES VOSGES  
Hotel Residence,  
Luxury 12 apartments,  
Private Spa

OPENED IN  
APRIL 2019

LOCATION  
Paris 4<sup>e</sup>,  
Place des Vosges

NB. OF EMPLOYEES  
10

DESIGNER  
Lecoadic & Scotto



SINNER  
44 rooms and suites  
Hotel, Private Spa,  
Restaurant

OPENED IN  
Avril 2019

LOCATION  
Paris 3<sup>e</sup>, le Marais  
Rue du Temple

NB. OF EMPLOYEES  
95

DESIGNER  
Tristan Auer



## EMMANUEL SAUVAGE

### GENERAL MANAGER - EVOK HÔTELS COLLECTION

With more than fifteen years experience in the luxury hotel business, Emmanuel Sauvage knows the Parisian sector inside out. He worked his way up the ladder to become the managing director of a number of luxury boutique hotels before helping with the launch of the hotel Le Burgundy Paris in 2009. During the first quarter of 2014 he joined a family office that, during the course of 2014, became the Evok Hôtels Collection group. Time to begin a new chapter.

At the age of 40, passionate about the hotel industry and with a strong personality, he has an authentic feel for hospitality, an absolute understanding of the meaning of service and a new vision of luxury, and welcomes guests as if they were his own.



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